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December 25, 2006

This week's issue is ***IDG World Update's*** annual Year in Review. Enjoy and Happy New Year!

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Cross-business-unit teamwork lands HP campaign

Biggest marketing win in IDG history features TV-style webcast, microsite

Capping a process that began in March 2005, three IDG divisions —IDG Corporate Sales, IDG Global Solutions and IDC — collaborated to close the largest integrated global marketing deal in the company's history and the first it has sold to Hewlett-Packard: a rich-media enterprise program signed last month worth $4.5 million. Further extending the program's reach is IDG's first marketing alliance with global news leader CNN for distribution and promotion, bringing the total campaign package to $9 million.

"Exceptional teamwork, many late nights and multiple meetings at the worldwide client and agency level brought us to this point," said IDG Corporate Sales VP **Matthew Yorke**. "This is a fantastic achievement made all the sweeter in knowing that this is incremental money to IDG business units."

The campaign will be rolled out in the U.S., the U.K., Germany, Korea and Japan next month. All are major markets in which HP has a significant presence that it wants to protect and grow, while demonstrating its business value and the themes of compliance, consolidation and continuity.

IDG Corporate Sales Director of Business Development **Melinda Reilly** led the pitch team, which included Program Development Director **Jeremy Rueb**, Client Services Manager **Margaret Clark** and Director, Market Intelligence **Ekapat Chareonlarp** (all from Corporate Sales); IDG Global Solutions Director of Business Development/ U.S. **Kevin Hause** and IDC Group VP/New Ventures & Go-to-Market Services **Clare Gillan**.

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Yorke

Gillan

Heinrich

*IDG Corporate Sales VP **Matthew Yorke**'s and IDC VP Clare **Gilllan**'s teams, along with IDG Global Solutions,participated in the pitch to HP. CXO Media Project Manager **Jon Heinrich** is coordinating logistics for the microsite's February debut.*

Two new webcasts available on IDG Central

In **Media Days: Presenting the IDG Story** IDG Communications President **Bob Carrigan** discusses a tool that U.S. sales and marketing professionals can use to illustrate the collective value of IDG's brands and the power of pan-IDG solutions in developing integrated programs for customers. While designed specifically for use in the U.S., the content may also be applicable for other IDG business units and may be used as appropriate.

IDG Best Practices for Lead Generation features four IDG experts sharing best practices for creating and selling lead generation programs including webcasts, white papers and e-mail newsletters. Find out how to drive traffic, learn what resources are required and discover ways to measure the success of your program.

Go to http://www.idgcentral.com.

GoodGearGuide launches in Australia

Steadily growing site currently features close to 1,000 product reviews

GoodGearGuide is a new media brand for IDG that provides buyers of digital convergence and consumer electronics products with information and tools to help in purchase decisions. Launched in the Australian market in November 2005 as a Web site (http://www.GoodGearGuide.com.au), the GoodGearGuide provides a useful service to all buyers of these products, according to IDG Australia Online Director **Ben Gerholt**, who said that marketing activity in 2006 will focus most heavily on innovators and early adopters in segments including mobile users, home entertainment consumers and buyers of home office equipment.

Noting that the majority of buyers research products online regardless of whether their actual purchases take place online or in traditional retail outlets, Gerholt said the GoodGearGuide "delivers to these active buyers essential information to make informed purchase decisions through site features including buying guides, independent product reviews, detailed product specifications, product photos and access to manufacturers and sellers."

GOOD GEAR GUIDE™
www.goodgearguide.com.au

The site launched with more than 600 reviews. There are currently more than 850 reviews in 110 categories and that number is on target to exceed 1,000 by the end of the month. Gerholt said that between two and four reviews are added each weekday and at least one is added per day on weekends. Reviews are conducted by the GoodGearGuide review team of six people, headed by Editor **Nigel Freitas**. Review content is also drawn from other IDG sources and a team of freelancers — instrumental in the successful launch of the site — are on call for specialist product areas. The site, content management platform, graphic design and marketing are all handled by the IDG Australia's online team.

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in brief newsworthy

CXO Media shutters CMO, spins off CSO Executive Council

cmo
Role models

CXO Media last week announced the suspension of CMO magazine. Although the publication had received numerous editorial and design awards and accolades during its 16-month run, "the marketplace is not of the size and scale to support the business in its present form," said CXO Media President & CEO **Michael Friedenberg**. He said that multiple options are currently being explored to "continue the dialogue with readers and advertisers under a different business model."

CMOmagazine.com will remain live with the current CMO January issue and archived issues available to readers. IDG's CMO publications in China and Poland will continue to be published.

In addition, the CSO Executive Council has been sold to **Bob Hayes**, its founding general manager. Hayes will work with his leadership team and staff to further develop the program while continuing to forge a strong partnership with CXO magazine, its Web site and events programs. The decision to sell the council, which was launched in April 2004, was based on its evolving role. "As the CSO Executive Council's business evolved from community development and content-delivery to a tools and software development model, we realized that it would be better positioned as a separate entity," Friedenberg explained. "With Bob Hayes now serving as its owner and principal, we plan to continue a strong partnership between the Council and CSO."

As a result of these two steps, the CXO Media work force is being reduced by approximately 10%. "Wherever possible, we have reassigned employees to open positions, and our human resources team is working with impacted employees to explore other IDG options and to provide outplacement services."

"These business and staffing decisions are difficult but necessary to allow CXO Media to focus on areas of growth and profitability, namely online, events and custom services for the CIO, CSO and CIO Executive Council product lines," Friedenberg said.

Each of CXO Media's core product lines — CIO, CSO and the CIO Executive Council — is off to a solid start in FY06. Both CIO magazine and CSO magazine are up in pages, revenue, profit and share in Q1'06. In addition, the CIO Executive Council now boasts more than 250 members in the U.S. and more than 60 members in Australia and Canada. First launched in the U.S. in April 2004, the CIO Executive Council is a professional, vendor-free, community-driven organization that gives CIOs worldwide a united voice on technology and business matters impacting their companies and society as well as an opportunity to work together to make better business decisions and advance the profession of the CIO.

"We continually evaluate marketplace changes and make decisions to best serve our customers' needs," Friedenberg said. "With record online growth and several exciting programs coming up in the first half of 2006 — including the third CSO Perspectives conference, the second annual CIO Leadership Conference and a series of CIO and CSO roundtables — our future looks very bright." WU

Laos ComNet & TelecomWorld Expo and e-Gov Symposium close out '05

The end of 2005 was a busy time for IDG Vietnam, which organized two events in Vietnam and a new conference and expo in Laos.

The third annual Vietnam e-Government Symposium attracted 20 sponsors and 18 exhibitors, double the numbers from last year, and brought in triple the revenue. The two-day conference portion of the Dec. 1-3 event, held in the central city of Danang, drew 800 paid attendees and featured representatives from local and international organizations sharing tips on how to further accelerate the application of IT and mass communication to state management tasks. In addition, more than 1,200 visitors browsed the free exhibit area.

*(L-R): IDG Vietnam Event Director **Thuan Nguyen** and Managing Director/IDG Vietnam and Indochina **Tam Le** join Vice Minister Vu Duc Dam from the Ministry of Post and Telematics at the E-Government Symposium.*

Laos ComNet & Telecom World Expo, the first international conference and expo on telecommunications and networking ever held in Laos, took place Dec. 19-21 with 10 sponsors and exhibitors and more than 3,000 domestic and foreign visitors. According to IDG Vietnam and Indochina Managing Director **Tam Le**, Laos' telecommunications sector in particular has become an attractive investment opportunity, and government officials hope it will contribute to the country's economic development as significantly as it has in neighboring Vietnam.

The fourth COMNET Vietnam, held in Hanoi Dec. 14-15, focused on high-end telecommunication and networking systems and drew 1,500 visitors and 650 conference attendees.

Contact PR Assistant Ha Vu at ha_vu@idg.com.vn. WU

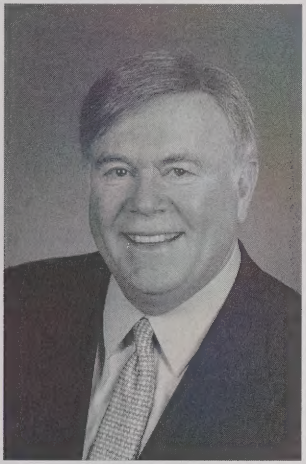
COMNET
TELECOMWORLD EXPO
THE 1ST LAO INTERNATIONAL CONFERENCE & EXPO ON TELECOMMUNICATIONS & NETWORKING
ETL
2005

*IDG Vietnam and Indochina Managing Director **Tam Le** (second from right) participates in the opening ceremony at Laos ComNet & TelecomWorld Expo along with two ministers from Laos' Communications, Transport, Post and Construction Ministry (left) and the executive representative from the prime minister's office.*

the interview

one on one

Pat McGovern
IDG's chairman is this week's columnist. Reach him at patmcgovern@idg.com.



> *"In my opinion, distributing information to mobile devices will be key to IDG's future. People want access to appropriate information for business decisions, consumer buying and gaming and entertainment wherever they are, and at whatever time they want it. "*

Q The announcement that Pat Kenealy was moving from his position as CEO of IDG back to IDG Ventures said that there were no plans to appoint someone else to be CEO of IDG. Does this mean that IDG is taking a further step towards decentralization?

A That's correct. During the last two years, we further decentralized the management of our IDG Communications business units. Each business unit now has its own Board of Directors which we call an "Operating Review Board" (ORB). The business unit head meets with the ORB two to four times a year. The annual and three-year plans of the business unit are developed in consultation with the ORB. Also, the development of the compensation plan for the business unit manager is the responsibility of the chairman of that unit's ORB. Members of an ORB are heads of other IDG business units in similar markets, and there is at least one executive from IDG's Corporate Support Center. This allows the members of an ORB to share insights into new market opportunities and best business practices in similar markets.

Q Thank you for visiting my business unit in the U.S. and personally handing out holiday cards. It means a lot to all of us. What do you learn from talking to that many IDG employees?

A I learn a great deal! I typically ask people for any suggestions on how their business unit or IDG can further improve. I ask them what they did recently that they are most proud of, and I ask them if they are being given the help and support they need. From their answers, I learn a lot of very insightful and useful suggestions for continuous improvement. And I can tell from their body language how happy they are with what they are doing and how positive they are about their future and that of the business unit at which they work.

Q Congratulations on the McGovern Institute for Brain Research. Do you have any plans to create additional McGovern Institutes in other parts of the world?

A Yes. We regard the McGovern Institute for Brain Research at MIT as a first step. In the years ahead, we would like to establish a similar Institute in Asia and also one in Europe. We know that there are outstanding neuroscientists in other parts of the world who prefer to work in or near their home country. So, we hope that by 2015, there will be three McGovern Institutes that can advance our goals of helping to cure mental illness and brain disease by collaborative research among some of the most talented neuroscientists in the world.

Q You have been a frequent visitor to China for 27 years now. What spurred your first trip in 1978, and what keeps you going back so often?

A IDG's mission is to help increase the standard of living and quality of life for people around the world. China has 22% of the world's population, and the history of China shows that the Chinese culture values education, innovation and productivity. I went there first in 1978, even before the U.S. had diplomatic relations with China, to get a first-hand look at the interest of the people in China in information about technology. When I saw the bookstores crowded with people buying books on science and technology subjects, and I saw that Chinese television had many programs teaching mathematics, electronics and even computer programming, I knew there would be a great potential for IDG to offer its information services there. Just after China declared its "Open Door Policy" allowing for joint ventures with foreign companies, I went to China again and was able to establish the first joint venture between the U.S. and China. I now regularly go four times a year to China (I have just returned from my 95th trip). Fortunately for IDG, China has proven to be an excellent business opportunity. We now publish 40 magazines and newspapers in China, have 50 Web sites, run 80 conferences and expositions, and, through our venture capital activities, have a portfolio of 120 promising technology companies in the Internet, telecommunications, enterprise software and biotechnology fields. Our business growth in China has exceeded 35% per year, and now, outside the U.S., China is IDG's largest country in terms of revenue and profits.

Q With the rise of online services, the decline of print publishing, and the growth of face-to-face events, what do you think an appropriate ratio of revenue from these sources should be for an IDG Communications company today and in five years?

A In 2006, a well-balanced IDG Communications company should have 50% of its revenue from print publishing, 30% from online services, and 20% from events. In 2010, I expect this ratio will change to 45% from online services, 30% from print publishing, and 25% from events.

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HP

continued from page 1

VINCENT COPPEY

San Francisco-based members of the pitch team are (l-r): Director, Market Intelligence ***Ekapat Chareonlarp****, Director of Business Development* ***Melinda Reilly****, Director of Program Development* ***Jeremy Rueb*** *(all from IDG Corporate Sales) and IDG Global Solutions Director of Business Development/U.S.* ***Kevin Hause****.*

"Everyone worked for the greater good of the company," Reilly said. "Without a united front and organized effort, this deal would have never gotten off the ground."

"This is a very exciting win for IDG and IDC," Gillan said. "This deal represents not only an innovative campaign for a high-profile client but our ability to bridge different research and media worlds. The differences span buyers, sales processes, expectations and deliverables. Bridging these worlds has not been easy, which makes this win that much more exciting and validates the efforts the groups have made to work together and improve our collective competitive positioning."

The rich-media centerpiece of the program is a series of six TV-style discussion shows that IDG and CNN will jointly create, host and stream over the Web. Hosted by Network World President & Editorial Director **John Gallant**, each 30-minute show will run in all five countries and feature a prominent CEO and CIO from a global Fortune 500 company discussing how their IT and business groups came together to solve fundamental business problems. The campaign's name, "Change Artists," refers to these individuals who have changed the way they approach IT and business and how they create value at their companies.

Yorke said the HP team wanted the shows to resemble a TV program rather than an average webcast and were instrumental in bringing CNN on board. "Given that they wanted to emphasize the connection between business and IT," they thought CNN was a good fit," he said. Looking for star power, HP initially considered MIT Media Lab Director Nicholas Negroponte and former New York City mayor Rudy Giuliani among the show's possible hosts. "We steered them toward John, who's proven at Network World, Vortex, DEMO and in numerous speaking engagements that he's comfortable with these topics, and he completely won them over at the presentation," Yorke said.

The shows will be filmed at CNN's studio in Atlanta and broadcast live on each country's "Change Artists" microsite (http://www.hp.com/go/changeartists), with the first scheduled to air March 15. They will also be available on demand at the sites, which go live in late February. Each of the sites will be hosted in the U.S. and translated into the local language, though the 30-minute shows will be in English.

The microsite, which is designed to resemble HP.com, will feature IDC research, including white papers and executive briefings, for each of six topics. IDC's ROI and needs-assessment tools will help companies with issues such as how to determine the alignment between business and IT and how to benchmark themselves against peers. Visitors to the site who respond to 10 questions immediately receive pertinent information. Moreover, Yorke noted, HP and IDG will share important visitor data.

"This is the first true 'closed-loop marketing program' either HP or IDG has developed," Yorke said. "We're not just dumping leads to them. We're working with them to build a comprehensive profile of who these visitors are. We push that to HP, and HP will tell us how we are hitting the metrics. We want to be able to say 'this program costs X, and you're getting Y in value.'"

Yorke noted that it is also the first time that IDC's 'customer journey tool,' which will soon be rolled out under IDC's Customer Experience service, has been used in a marketing program. "The tool will help us identify factors such as what content within a deliverable, like a white paper, is driving the sales process,' he said. "We could also determine if a CFO responded differently than a CEO. Over time, we can take that data and then change how we package information and to whom we deliver it. It can help us determine future campaign models for HP."

A comprehensive marketing program including online banner ads, e-mail newsletters and e-mails directed to the readers of IDG enterprise sites in each country will drive the audience to the site and the webcasts. Printed "hard cards" (A5-size, or 148 by 210 mm) will be tucked into participating IDG enterprise publications with a summary of the assets and benefits of the microsite on one side and an HP ad on the other. HP will also promote the webcasts with a series of 15- and 30-second commercials on CNN.

Now that the program has gone from concept to reality, CXO Media Project Manager **Jon Heinrich** is serving as the lead global project manager and coordinating all the IDG and external players. CXO Media is also the source for the microsite's custom content.

Contact Matthew Yorke at matthew_yorke@idg.com or Jon Heinrich at jheinrich@cxo.com. WU

Next up: IBM

On the heels of sealing the HP "Change Artists" program, IDG also came to an agreement with IBM for a $1.5 million integrated print and online marketing campaign. It is the biggest program IDG has ever done with the company and the biggest deal IBM has signed with any company in recent years, said IDG Corporate Sales VP **Matthew Yorke**.

The program will launch April 1 in the U.S., U.K., France, Germany, Japan and China and last for three months, demonstrating IBM's thought leadership in the mid-size company market. The program will include microsites in each country that will include, among other features, video blogs from IDC analysts.

IDG

Current Jobs, Week of January 9, 2006

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Exec	President & GM, Bio-IT World and bio-itworld.cor	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
Computerworld						
	Edit	Senior Writer	Open	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Edit	Online Copy Editor/QA	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Edit	Online News Writer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Software Engineer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Client Services Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Exec	President, IDG Web Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, White Paper Strategy	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Staff Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Operations Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
	Edit	US Correspondent	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	Research	Competitive Intelligence Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Edit	Online Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Online Content Producer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Project Manager, Lead Gen Products	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
IPS						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Edit	Senior Reviews Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Associate	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Edit	Associate Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Community Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	VP, Conference Brands	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Exhibitor Marketing Specialist	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Mktg	Marketing Director, IDG World Expo	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, Sponsorship Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Mktg	Marketing Intern	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Mktg	Marketing Specialist	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Operations	Business Analyst, New Ventures and Vertical Business Units	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Storage Software Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Director, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile Markets: Consumer and Enterpris	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Wireless Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Telecom Transformation Strategies and	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Business Networking and ISP	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Client Service Representative, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Senior Account Executive, Sector West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Analyst, Corporate Banking	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Global Banking Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Payments Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG

January 9, 2006

Production Coordinator (CWI)

Computerworld has an opening for a Production Coordinator who will be responsible for daily distribution of email newsletters and coordination of all Careers advertising for both print and online. The individual in this position will schedule ads into the newsletters and will send the newsletters using Lyris, an email list management and delivery system. For IT Careers coordination, this person will communicate with Careers clients and agencies by phone, email and fax; schedule ads in AdWorks by inputting billing information; create ads in Quark using copy supplied by the customer; and compose the Careers pages for Computerworld using ClassForce. Familiarity with Lyris, AdWorks, ClassForce and Quark is extremely helpful. Strong organizational and communication skills, ability to handle multiple tasks under the pressures of daily and weekly deadlines, customer service orientation, excellent phone manner, and computer skills required. The ability to work independently while contributing to a close-knit department is essential. 1-3 years' experience in classified ad coordination, print and production helpful. This is a temporary position. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Research Analyst, Hardcopy Peripherals Tracker (IDC)

IDC is seeking a research analyst to support the US Quarterly Hardcopy Peripherals Tracker. This tracker analyst position at IDC provides a unique opportunity to work closely with the Hardcopy Peripheral research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. This role will afford an analyst the unique opportunity to learn about this industry from the ground up. The analyst will develop collaborative working relations with the Worldwide and IDC regional analysts as well as the vendor, end-user and financial communities. Key responsibilities include: the delivery of the US tracker product to clients quarterly, ensuring the data has the highest level of quality and integrity through data analysis and reconciliation, US vendor shipment research through quarterly vendor and channel interviews, identification and resolution of any discrepancies with the worldwide data, analyzing vendor's quarterly financial statements to increase market awareness, interacting with worldwide analysts to streamline the data process, and providing input in our database/application development efforts. This research analyst will also be responsible for synthesizing qualitative and quantitative data into comprehensive market studies as well as respond to client inquires and developing close relationships with IDC's hardcopy clients as well as within the media and financial communities. The successful tracker analyst will have strong facility with quantitative analysis, Excel, and experience working with database products. Knowledge of the hardcopy peripherals market and experience with Access and VBA is a plus. In addition, the individual needs to have writing and communication skills that will lead to strong client relations. A Bachelor's degree is required and a focus in finance, math, economics, or market research is a plus. We are seeking someone who is collaborative, decisive and entrepreneurial. This role involves some U.S. travel.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Sector West (IDC)

IDC's West Coast Sector Accounts team is seeking a Senior Account Executive who will focus on selling IDC's research products to prospects and existing accounts. This position will report to the VP GEA Sector, West Coast. The Sr. Account Executive will be responsible for generating approximately $1.8 million in revenue in both renewal and new sales of CIS, consulting and GMS opportunities to Sector prospects and existing accounts. As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. Requirements for the position include 5-7 years of sales experience, along with strong written, analytical, and verbal communication skills. Strong telephone cold calling experience preferred. Prior experience selling an intangible product or service is a plus. The ideal candidate will have demonstrated experience developing existing accounts and developing high level relationships. Additionally, this person will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. This position requires strong time management and organization skills. Prior market research industry sales experience is helpful, but not required. This position is based out of IDC's San Mateo, CA office and will require approximately 20% travel. ***Location: San Mateo, CA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Database Developer (IDG)

IDG's newly created IDG Connect, is seeking a Database Developer to join the team. The Database Developer will take the lead on designing and implementing database applications which support the shared online infrastructure of IDG in the US. This position is responsible for the maintenance and extension of IDG's unified customer database, including integration of that database with other internal and external customer data repositories and applications. As the Database Developer you will devise technical solutions to meet business requirements provided by senior management and design, build, test and deploy database processes and features. This position requires the ability to work independently, collaborating directly with line managers and other technical staff at all levels of the organization. This position will work with little technical supervision, making technical decisions with considerable latitude and a high degree of creativity and self-reliance. Additional requirements include 4 years MS SQL Server database development experience emphasizing advanced SQL, PL/SQL, data maintenance (TSQL), performance optimization, stored procedures and triggers. Extensive experience with MS SQL data loads, multi-source a must. Please note, this is a developer position, not a DBA position.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

US Correspondent (NEW)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our Boston or San Francisco news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, an impeccable command of AP-style news writing and editing, and the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus. ***Location: Boston, MA***
Contact: E. Heichler, Fax: 617-423-0712, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Associate Editor (PCW)

PC World has a fantastic opportunity for an experienced editor to join its award-winning Features and News team. The Associate Editor will plan, assign, edit and sometimes write original print and online content for both the features and news sections of the magazine. The editor will also have responsibility for covering product beats and writing occasional reviews of new products. The ideal candidate should have a thorough knowledge of issues in the computer industry; possess 3-4 years of magazine writing and editing experience; have the ability to produce polished feature and news articles for a consumer audience and be able to work accurately under pressure and in a rapidly changing environment. This is an on-site position in San Francisco. ***Location: San Francisco, CA***
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978=3185, Email: carina_rivera@pcworld.com

Community Manager (PCW)

Using his/her editorial experience, consumer marketing expertise and business acumen, the Community Manager will guide the direction of community products for the PC World and Macworld network of websites and work with key stakeholders to develop and deliver value-added collaborative user experiences. Primary responsibilities include member development and moderation/facilitation. S/he will follow and analyze trends in online community services and will be responsible for creating business cases for changes and new products. S/he will work closely with editors, developers, and designers to finalize functional specifications and assist with decisions on information architecture. S/he will work with external businesses as needed to develop content, services, tools, and marketing partnerships. Candidates should have 3-5 years of successful community management and marketing experience at a consumer internet company and a strong technical understanding of web technologies and the operations of a commercial website. The ideal candidate will have proven analytical skills and the ability to identify customer needs and communicate them to constituents. Must be passionate about consumer electronics and knowledgeable about the Mac and PC hardware and software space. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

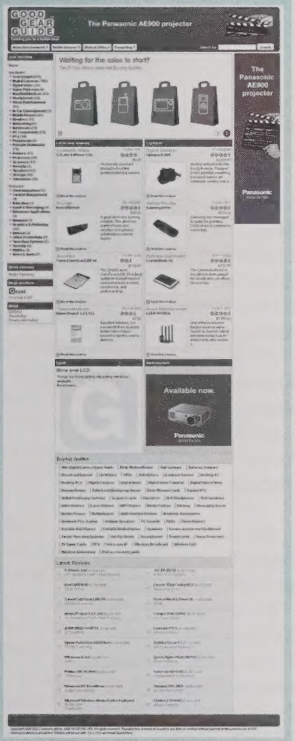
Exhibitor Marketing Specialist (WEC)

IDG World Expo is seeking an Exhibitor Marketing Specialist to join our team. The individual in this position will oversee all aspects of marketing as it relates to the promotion of exhibitor relationships, sales and marketing across the IDG World Expo brands. This person will be responsible for the development, design and implementation of all exhibitor marketing materials and lead generation efforts. Responsibilities will include the identification of collateral needs and development of campaigns, the writing and editing of all exhibitor marketing collateral, development of demand generation programs both direct mail and email, as well as the production of external sales kits and tools. The Exhibitor Marketing Specialist also proofreads and reviews all print and electronic projects including, but not limited to, newsletters, collateral, advertising, communications letters, web pages, and marketing materials such as brochures, show guides, emails, direct mail pieces, etc. as they relate to sales tools. This individual will report to the Director of Marketing and will assist with special projects as needed. Ideal candidates will posses BS/BA, 3 plus years of experience in a corporate marketing or sales environment, and experience in the events, high-tech, or consumer industry. The successful candidate will posses knowledge of printing, vendor management, project management, strong copywriting skills, excellent attention to detail, and strong written and verbal communication skills. Expertise with Microsoft Office and knowledge of a design layout application such as Quark or Photoshop is required. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

GoodGearGuide

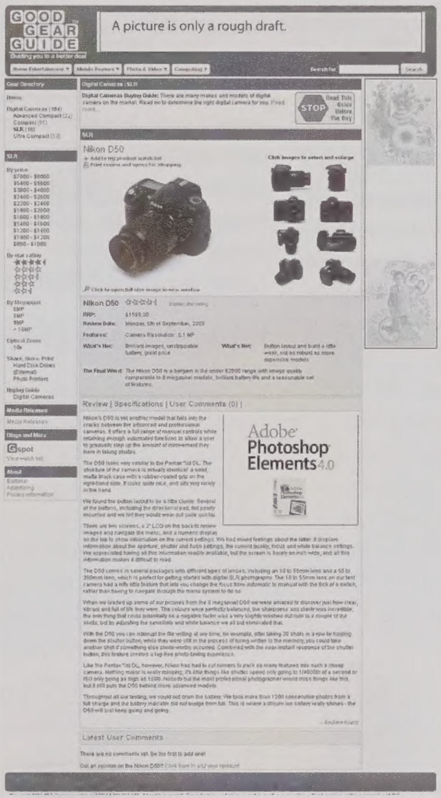
continued from page 1


GOOD GEAR GUIDE
The Panasonic AE900 projector
Waiting for the sales to start?
The Panasonic AE900 projector
Available now.
Panasonic

The homepage of IDG Australia's GoodGearGuide site features links to the newest reviews, a blog written by the members of the editorial team and 55 buying guides.

Noting that there "really is no convergence product that is off limits for review," Gerholt emphasized the editorial team relies on a number of factors to prioritize its list of products to review. The group collects extensive data about the use of the site from which it determines the hottest categories and brands. Staff also collects both offline and online promotional and other marketing material from retailers to determine the products being pushed to consumers at attractive price points. And finally, he added, "innovative or interesting products that we feel our readers would get a kick out of will also float to the top of our review list."

Each product review is accompanied by a star rating from one (poor) to five (highly recommended), as well as detailed specifications and multiple photos to ensure that the reader gains a thorough understanding of the product's virtues and shortcomings. "The opinions of our audience are another important resource, and we allow readers to both comment on and review products listed on the site," Gerholt said.


GOOD GEAR GUIDE
A picture is only a rough draft.
Nikon D50
STOP
Review | Specifications | User Comments (0)
Adobe Photoshop Elements 4.0
Latest User Comments

Two to four new reviews are added to the GoodGearGuide each weekday and a least one is added each day of the weekend.

The site also features a blog — the Gspot — which allows the editorial team to supply fast, informal and entertaining coverage that is not supported in the more structured areas of the site. The Gspot can be tracked using RSS feeds that are linked to the site's product taxonomy and readers may submit comments.

"We also encourage readers to register to use the more advanced features of the site," some of which are yet to be launched, Gerholt said. The primary advanced feature at present is the Product Watch list, which allows readers to select and view multiple products including specifications on a comparison page.

Another popular feature is the extensive collection of buying guides. Half a dozen buying guides were launched on the Australian PC World Web site a little over three years ago, Gerholt explained. The guides provided information on purchasing products in select categories and became an overnight success with readers and helped ensure revenue targets were met, he added. "Learning from that success, we've updated the 23 guides written for PC World and added another 32 guides to bring the total number on the GoodGearGuide site to 55, making it one of the largest collections of independent quality guides to convergence products anywhere."

The site is generating revenue from display ads, and the manufacturer directory has signed up advertisers and is to be launched this week, Gerholt said. Plans are in place for revenue from various constituencies including hardware manufacturers, software developers, service providers, retailers and readers. "Display advertising is predominantly sold against our extensive taxonomy, using 100% share-of-voice in each taxonomy category as a launch sales incentive," Gerholt said. "Directory advertising, contextually integrated with site content, provides both branding and response benefits to advertisers in an extremely cost-effective package," he added. The group plans to launch a pay-for-lead program, which will build on the functionality provided to directory advertisers, this year.

Another new feature, the GoodGearGuide iMode site, set to launch later this month, will generate revenue from subscribers. iMode is a mobile content platform from NTT DoCoMo, licensed by Telstra, one of Australia's largest mobile phone providers. Using an iMode-compatible mobile phone, users access an iMode menu that displays available iMode sites. User can then subscribe to the sites, with recurring monthly subscription charges added to their phone bills. IDG Australia already has iMode sites for PC World, GamePro and Computerworld with a small but growing subscription base of 370-plus subscribers at the end of last month. One potential use for the GoodGearGuide iMode site will be to allow users to check on products they are about to buy while they are in retail stores, Gerholt said.

For more information, contact Ben Gerholt at ben_gerholt@idg.com.au.

WU

noteworthy people

Promotions

IDG WORLD UPDATE"

Adler

PC World Test Center Coordinator **Greg Adler** has been promoted to senior Test Center coordinator. "Greg started his job at PC World thinking that he would have plenty of time to train and learn his new role," said **Uli Diehlmann**, Test Center director. "But within two weeks, the rest of the warehouse staff moved on to other opportunities which left him with two weeks of training to handle the vast number of products, photo shoots and warehouse tasks on his own. He learned all procedures, and reorganized the warehouse so that it is now more organized than most of our cubicles."
greg_adler@pcworld.com

IDG WORLD UPDATE

Lake

PC World Web Producer **David Lake** has been promoted to senior web producer. "David has done an astonishing job over the last year, guiding project management for both the Info Centers and for the redesign of our PCWorld.com site," said **Ramon McLeod**, PCWorld.com editor. "In fact, he's done such a good job that in February he will go on sabbatical from his PCW duties to do the project management work for Macworld, which is also about to redesign its website."
david_lake@pcworld.com

IDG WORLD UPDATE

Rebbapragada

PC World Associate Editor **Narasu Rebbapragada** has been promoted to senior associate editor. "Narasu is the hardest-working ex-MacAddict employee on staff and likely the hardest-working ex-Mac publication employee on staff, myself included," said Senior Writer **Alan Stafford**. "She's always the first person to volunteer for every task large and small that comes up and manages to juggle a workload that would crush lesser beings. And she never complains about anything —she just gets it done. Narasu says she loves working here, and I think it shows."
narasu_rebbapragada@pcworld.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

CIO India's new special correspondent, **Balaji Narasimhan**, was recently a consulting writer at TCG where he managed case studies for firms such as Infosys and Hewlett-Packard. He enjoys reading, chess, Vedic astrology and has written two books on Sherlock Holmes (go to http://www.sherlock-holmes.com/balaji.htm). *balaji_n@cio.in*

PETER SHORT

Bell

IDC Framingham has hired **Doug Bell** as a research analyst in its PC Tracker division. He was previously a financial analyst with BJ's Wholesale Club and holds a B.S. in business management from Bryant College in Smithfield, R.I. Outside the office he enjoys golf.
dbell@idc.com

PETER SHORT

Kue

IDC Framingham has hired **Lisa Kue** as a client services representative. She was previously a secretary with the law firm Feinstein & Gabrilowitz. She recently attended Providence College in Rhode Island. In her free time she enjoys bowling and poker. *lkue@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Josef Lohner *IDG Germany*

26
Donna Pomponi *Network World*

24
Bernd Weeser-Krell *IDG Germany*

22
Grazia Rovati *IDG Italy*

21
John Gantz *IDC*
Rebecca Segal *IDC*

20
Brad Thorpe *IDC*

19
Jean Bozman *IDC*
Veronique Arene *IDG France*

18
Mary Lester *CXO Media*
Mary Wardley *IDC*
Bob Brown *Network World*

17
David Emberley *IDC*
Gina Steinmann *IDG Switzerland*
Birte Matsen *IDG Denmark*

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Satoshi Yakuwa *IDG Japan*
Eric Domage *IDC France*
Alejandra Mendoza *IDC Mexico*
Cristiane Tiscar *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Museum passes available

As a corporate member of the Boston Children's Museum and the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. Museum of Science passes are good through December 2006; Children's Museum passes expire Sept. 30, 2006.

IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and provide their name and business unit address. You may request up to four passes per venue.

One on one

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Q What way of distributing information do you think will be most important for IDG's future?

A In my opinion, distributing information to mobile devices will be key to IDG's future. People want access to appropriate information for business decisions, consumer buying and gaming and entertainment wherever they are, and at whatever time they want it. Therefore, our businesses have to be able to provide text, image, and video information to these broadband wireless-based mobile devices. We can provide this decision-support information instantly to a CIO while he is negotiating a contract, we can give test lab results and ratings on the spot to a buyer in a consumer electronics store, and we can provide as needed know-how to people learning new skills via these mobile devices. And because the information is transmitted via a wireless carrier, people are ready to pay for such information as a premium service because they can subscribe to such a service instantly, and the cost is automatically included in their monthly cell phone bill. So, a great deal of the information that IDG now provides free to visitors on our Web sites can be sold in a very convenient manner to those same visitors through subscriptions to services delivered through their broadband wireless cell phone.

for fun

off line

Congratulations to all our enthusiastic caption contributors. Winner Laurence Grayson wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG sport safes.

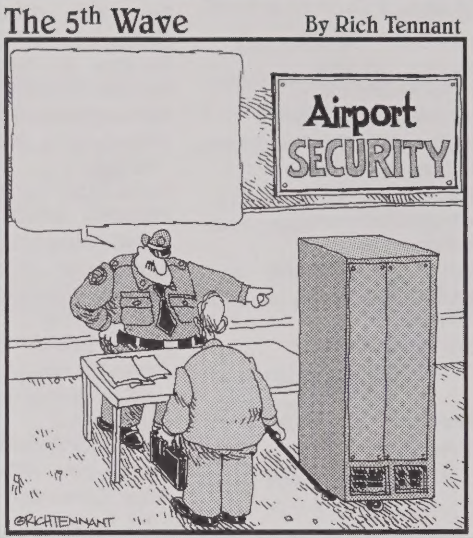
Honorable mentions

"I don't care if the brochure does say it's portable. You're not taking it as a carry-on."
Rob Hailstone *IDC U.K.*

"I understand why the blades in your personal storage device aren't a problem, but there's no way that thing will fit in the overhead compartment."
Mark Levitt *IDC*

"Buddy, for the last time, this is the portable line. You want the luggable line in the next terminal."
José Rodriguez *IDC*

"No, I don't think that's going to fit in the overhead bin."
Paul McNamara *Network World*



richtennant@the5thwave.com

"You can take your laptop on the plane, sir, but the long-life battery pack will have to go in the hold."
Laurence Grayson *IDG Australia*

Rich Tennant's original
"Now, maybe that's an enterprise file server and maybe it ain't. Let's just you turn that thing on and show me some data rates for streaming reads and writes."

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Eric Cormier *Network World*
Terry Fitzgerald *Network World*
Karen Fogerty *CXO Media*
Matthew Goebel *CXO Media*
Ha Vu *IDG Vietnam*

Network World employees chow down for a good cause

As it has for more than 10 years, Network World's Marketing department last month provided a means for employees to bring holiday cheer to a deserving Massachusetts charity by sponsoring its annual Marketing Breakfast. Employees paid $6 each and were treated to a breakfast spread that featured Kirkey's Famous French Toast (a secret recipe from Canada donated to the group by former employee Donna Kirkey), scrambled eggs, bacon, baked goods, juice, fruit salad and more.

This year's proceeds — $341 – which will have another $200 added by Network World, will go towards building the first handicapped-accessible treehouse in Massachusetts, on the campus of the Institute for Developmental Disabilities, Inc. (IDDI), in Assonet. IDDI's multifaceted programs serve and support children and adults with severe to profound multiple disabilities.

Among those who helped provide last month's feast were back row (l-r): ***Pat Josefek****, editorial office administrator;* ***Cindy Panzera****, graphic designer;* ***Diane Gittlen****, senior graphic designer;* ***Terry Fitzgerald****, senior director of Customer Experience;* ***Jeanne Seltzer****, marketing communications manager; and* ***Glenna Fasold****, office manager, Editorial. Front row:* ***Debi Vozikis****, design manager, Online, and* ***Judy Schultz****, marketing design manager. Missing from the picture are* ***Barbara Sullivan****, senior research analyst and* ***Barbara Finer****, PR consultant.*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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Inside this issue

Managers offer tips on what motivation techniques have worked for them — and which ones haven't. *page 4*

Employees predict the most important development in the enterprise and/or consumer IT market in 2006 *page 8*

Two webcasts on IDG Central

Go to www.idgcentral.com to learn more about lead-generation program best practices and a tool, introduced by IDG Communications President **Bob Carrigan**, that can be used to illustrate the collective value of IDG's brands and the power of pan-IDG solutions in developing integrated programs for customers.

More Macworld event coverage on IDG Central

Macworld magazine holds MacBrainiac Challenge. Test your knowledge with sample questions.

Sixth annual MacBowl competition raises money for San Francisco school.

Additional photos.

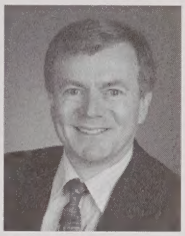
Go to www.idgcentral.com.

Crawford to lead global online effort, run IDG Connect

New group to support U.S. business units through lead-generation efforts

Colin Crawford, formerly VP business development and operations for IDG, was recently named senior vice president of online for IDG Communications. In this new role, Crawford will continue to serve as the key evangelist for IDG's transition from print to online in the U.S., Europe and Asia and will report directly to IDG Communications President **Bob Carrigan**. In addition, Crawford will also assume a direct operational role as head of a major new initiative called IDG Connect.

Formerly referred to as IDG Web Services, IDG Connect will support the U.S. business units through lead-generation efforts, specifically, using e-mail to promote white papers and webcasts. IDG Connect leverages IDG's U.S. customer profile database (previously called the Unified Customer Database or UCD), which is a comprehensive database of IDG's print subscribers, online readers and conference and expo attendees, many of whom have filled out comprehensive profiles in order to qualify for an IDG branded product, Crawford explained.



Crawford

"The sales lead business in the IT enterprise space has been well developed by companies relatively new to the industry such as TechTarget, BitPipe (now a TechTarget subsidiary) Knowledge Storm, IT Papers (a CNET subsidiary) as well as our more traditional competitors such as Ziff Davis and CMP," Crawford said. "White paper revenues from these companies totaled around $70 million in 2005 and webcast revenues around $40 million. It is the goal of IDG Connect, while working closely with the IDG business units, to ensure that IDG gets more than its fair share of the available sales lead revenue in the IT market," he said.

In addition, Crawford will chair the monthly online "Delta Force" meetings. The Delta Force is composed of the online general managers at IDG's U.S.

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Exhibitors up 30% at Macworld Conference & Expo

It was iEverything at this month's 22nd Macworld Conference & Expo in San Francisco – iPods, Intel chips in iMac, iLife and, best of all to show organizer IDG World Expo, increases in conference attendees and exhibitors.

EDDIE
ZZIE
Macworld
Macworld
LIVE

IDG WORLD UPDATE

*Macworld Senior Editor **Christopher Breen** was one of the speakers during one of 20 "Macworld Live" sessions on the show floor, which enabled attendees to discuss a wide range of topics with Mac experts.*

Audited attendance figures are not yet available, but there were more than 34,000 participants at the 2005 event. According to IDG World Expo Public Relations Manager **Mike Sponseller**, there were more than 350 exhibitors on the show floor, up 30% from last year's event.

"We rebooked 70% of the companies," he said. "The exhibitors love the show, and many are upgrading for next year and getting bigger booths."

Although much of the buzz on the show floor centered on Apple Computer, Inc.'s new iMac and MacBook Pro computers and the iPod portable music player (Sponseller said at least 20% of the exhibitors were iPod accessory companies), World Expo launched some new exhibit-hall programs of its own.

At the Creative Professional Stage attendees could see live, in-depth product demonstrations by repre-

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iDo

(L-R): Macworld Contributing Editor **David Pogue**, maid of honor Tyler Anderson, bride Lesa Snyder, groom Shawn King and Macworld Contributing Editor **Andy Ihnatko**.

With Macintosh devotees shaving the Apple Computer, Inc. logo into their hair for Macworld Expo and lining up at 6:00 p.m. the night before Apple CEO Steve Jobs' keynote speech, it shouldn't be too surprising that the annual trade show this year was the impetus for a wedding.

Shawn King, host of the Internet radio show "Your Mac Life," met Lesa Snyder of iStockphoto.com at Macworld Expo three years ago and proposed to her at last year's show. When planning their wedding they realized the most convenient place for all their friends to meet had to be at the Macworld event.

Macworld magazine Contributing Editor (and licensed minister-for-a-day, as well as friend of the groom) **Andy Ihnatko** performed the civil ceremony the evening of Jan. 12 at San Francisco's Great American Music Hall. Fellow Contributing Editor and New York Times "Circuits" columnist **David Pogue** gave away the bride (who had previously worked as his assistant), while Macworld Senior Editor **Christopher Breen** played the piano. There were 35 guests.

Macworld Expo

continued from page 1

sentatives from major companies, including Hewlett-Packard, Fujitsu and Filemaker. The Dream Studio, sponsored by Boston's Berklee College of Music and tested at Macworld Expo in Boston last August, offered music production demonstrations for both amateurs and professionals and daily lectures on digital music production by Berklee faculty. ("It was full every time I went past," Sponseller said). Attendees could bring their digital camera or prints to the Digital Photography Doctor and get pointers from members of the American Society of Media Photographers. Finally, an auto show featured cars with different iPod integrations. "All of these drew new attendees," Sponseller said.

In a new promotional effort, World Expo worked with five of the leading radio stations in the Bay Area, giving them free passes to the show and a few iPod Shuffles if they would promote the event. "The radio stations totally bought into the idea," Sponseller said, running on-air call-in contests for computer trivia and the best computer jokes. KFOG did multiple 20-minute segments about the show and New York Times "Circuits" columnist and Macworld magazine Contributing Editor **David Pogue** did a half-hour interview. "This was tens of thousands of dollars of free advertising, and we'll definitely do it again," Sponseller said.

Conference attendance was up 11% from the last Macworld with a big focus on working with software packages such as Photoshop, Dreamweaver, Filemaker Pro and Adobe Acrobat, as well as digital photography and professional music production. "Sessions were packed, and some were repeated immediately because they were so popular," Sponseller said. "There was a lot of growth in the conference track this year, and we'll be making it bigger next year."

World Expo works very closely with Apple Computer on Macworld. "We have a very good relationship with them, and they give us input on all aspects of the show," Sponseller said. "We meet with them every week throughout the year. They really are a partner."

IDG's San Francisco-based Macworld magazine also has a strong presence at the show. Marketing Manager **Kasey Galang** said they distributed 20,000 February issues on the show floor and, to date, have sold 300 subscriptions from the event, in addition to the nearly 1,000 sold when attendees pre-registered for the event. There were also 20 sessions of "Macworld Live" in which the magazine's editors, Mac experts and guests from leading firms spoke on developments in the Mac market, from "Mac OS X Hints" to "iPod and You" to reactions to Apple CEO Steve Jobs' keynote.

A subset of the IDG World Expo staff that spent long hours at the Moscone Center were (l-r): **Alison Dwelley**, rebook manager; **Mike Sponseller**, public relations manager; **Ron Moreau**, sales manager; and **Annie Rice**, sales manager.

The publication also used "Macworld Live" to announce its annual coveted Best of Show Awards for the most exciting hardware and software products announced at the event. (For more information go to http://www.macworld.com/news/2006/01/12/bestofshow/index.php.)

The next Macworld Expo will be held Jan. 8-12, 2007 in San Francisco. For more information contact Mike Sponseller at mike_sponseller@idg.com or go to http://www.macworldexpo.com.

Colin Crawford

continued from page 1

business units and its members are responsible for heading up specific initiatives on behalf of IDG. Its primary goal is to help IDG move very quickly in developing online programs or deploying technologies across the various IDG business units.

"Rather than have every business unit evaluate the same products or services, the Delta Force selects a member to lead up a particular initiative on behalf of the group," Crawford explained. "This individual is responsible for carrying out the evaluations and reporting back to the group with a set of recommendations. If accepted, usually with a few modifications, the technologies are deployed across IDG."

"Given Colin's excellent operating background at Macworld, coupled with his keen interest and knowledge in the online area, I am delighted that he will be working on behalf of IDG Communications in this new capacity to help grow our online business," said Carrigan.

For more details about IDG Connect and the Delta Force group, be sure to see Colin Crawford's "One on one" column in the Feb. 6 issue of IDG World Update. Write to colin_crawford@idg.com.

the interview

one on one

David Vivero

Vivero is a management associate in San Francisco, where he supports IDG's global business units and the IDG management team on research, product development, and strategy. He can be reached at david_vivero@idg.com.

> *"One major trend is that taxonomy is being controlled more often by users. This concept, called "folksonomy," is forcing content publishers like us to let users decide the right characteristics and vocabulary associated with a topic or an article."*

Q You spoke at the Enterprise GPSC meeting last November on the concept of taxonomy. Can you give us a quick summary?

A Taxonomy is present in everything we publish. In print, it is our table of contents in each magazine and our schedule of topics throughout the year. Each article is categorized by section, and readers navigate to our content by knowing it is in our branded publication and in a specific section. A reader gets a sense of the article's meaning by this categorization, and an advertiser can attempt to target advertising by placing it adjacent to a particular section's content. It's the way we package our content, and it's how we package our audiences for advertisers.

In the online world, taxonomy should be less hierarchical than that: taxonomy still represents the meaning of your content, but each article has its own characteristics. Users are usually not navigating the Internet by digging into sections, but rather by using search results or a series of links. Attaching a useful taxonomy — one that is "faceted," meaning it simply lists characteristics of the article, like what products and concepts are mentioned — allows us to build these links more accurately and let the reader navigate content by any characteristics of the content he or she thinks are valuable. It's as easy as adding a couple additional fields to your content database that summarizes, through "tags," what the article is about and for whom it is written.

Q How can a faceted taxonomy also make our business units additional revenue?

A Taxonomy is a backbone to all our revenue efforts going forward as we try to launch new products and raise the value (and the price) of current online advertising campaigns. With a rich taxonomy, our business units can construct deep and specific vertical areas on the fly, allowing smaller vendors to sponsor very niche areas. Banner advertisers would likely pay a premium for the increased relevance that a targeted subsection of the site provides. Users might pay for premium services that allow them to personalize their experiences on our sites. Sharing content among business units becomes much simpler when the brands understand each other's taxonomy and can group content effectively. Of course, in the background, our ability to add more cross-linking to related content and provide rich metadata helps our own search engine optimization as well.

Q Is there anyone that is doing this effectively outside IDG? What are some market trends?

A One of our main competitors in the U.S, C|NET Networks, is providing a rich user experience using taxonomy. They have partnered with Liveplasma, a company that has previously mapped out relationships between musical acts and used their mapping technology to show how technology news stories relate to each other through their taxonomy. Flickr, a photo-sharing site recently acquired by Yahoo!, allows users to tag their own photos and find them later. Last.fm uses taxonomy and tagging to create custom radio stations based on such tags as "mellow" or "stressed," which are user-generated and not the typical genres into which music editors would group artists or songs. Advertising is being sold against these tags quite effectively.

One major trend is that taxonomy is being controlled more often by users. This concept, called "folksonomy," is forcing content publishers like us to let users decide the right characteristics and vocabulary associated with a topic or an article. http://del.icio.us is one example where even bookmarks of Web sites are being stored centrally. The site allows users to navigate the Web and tag sites, and then the site groups URLs by similar tags like "tennis" or "Xbox review". A second trend is that taxonomy is more public than it has been in the past; users are more comfortable navigating sites or blog postings by clicking on tags. Perhaps some IDG sites should start experimenting with having a public folksonomy and a private organizational taxonomy, and see how users and advertisers respond.

Q Sounds great. Where do we start?

A There are a few things we can all do more effectively. First, look at the search keywords used by those visiting your sites. They give a general idea of the terminology used by your users, which may differ from your editors' current taxonomy. Second, make sure that all content is tagged as it gets published. Add roadblocks into content management systems and ensure that all those who post articles are familiar with the taxonomy. Make authors responsible for tagging their articles and have copy editors ensure the tags' accuracy. Third, use the IDG News Service taxonomy as a starting point. Editor-in-chief **Elizabeth Heichler** has done a wonderful job constructing a pan-IDG taxonomy that will continue to evolve as our coverage areas change and new topics form. Finally, make sure that your ad delivery systems have the ability to target banners, and if they do, feed the taxonomy tags you are using into that system. After all this has been accomplished, think of new ways that this complex map of your content can be used to generate additional profit.

Motivation: It starts with communication

What works when it comes to motivating employees? Time off? Money? Making "a big fuss"? IDG World Update recently asked managers around the company what works for them — and what doesn't.

Be a model

Lasker

"The most important thing to me with regard to motivating a team is to be involved and motivated yourself. Energy begets energy. As a sales force, we stay very connected. I speak with all the reps on the phone a few times a week, go out on calls with all of them as often as I can, and read all e-mails. I feel it's important to make them know they are being heard and to give feedback and help.

"When we hear of great ideas we always commend them and cc: our CEO **Evilee Ebb** and President **John Gallant**, following that age-old adage, 'Compliment in public, criticize in private.'

"We have regular contests, such as the Regional Manager of the Month which goes to the person most over their quota for the month and the quarterly Magilla Gorilla award, which is a combination of yield and share, with yield weighted more heavily. Winners receive American Express gift cheques.

"While I never give time off — time off from work would just mean more work they would have to do to catch up — I'm a big believer in praise and love to make a big fuss over people when they do great things. On the other hand, we expect sales people to meet deadlines, make calls and produce. If they don't for any reason, they are given very hands-on help and held accountable. Respect is also very important and an integral part of a motivated team.

"Motivation to me succeeds when everyone is tightly involved as a team, accountability measures are consistent and fair, promises are kept, and the managers are caught up in the spirit along with the salespeople."

— ***Carol Lasker**, executive VP, Network World*

Tailor the reward

"The standard motivational tools such as bonuses, time off, gift certificates, etc. are useful, but they are only as good as the importance the employee places on them.

"There are two major ways to increase the importance of these tools for the employee and make the reward meaningful. First is the recognition that comes with the award; it is important for their peers and colleagues to know about the award and to provide kudos and positive feedback to their fellow employee for their achievement. Don't just slip a gift certificate onto an employee's desk or put it in interoffice mail — wait for a large meeting or gathering and publicly recognize the individual and the award.

Schenck

"Second is the form that the award takes. A manager should put careful thought into both the appropriate spending level of the award and what are the likes and dislikes of this individual. For instance, at Financial Insights we have awarded everything from box seats at the New England Patriots or Boston Red Sox to a romantic weekend at an employee's favorite bed and breakfast in Vermont. We gave one individual who is an avid gardener gift certificates to the Gardner's Eden along with one for Home Depot's garden center. Employees appreciate the effort as well as the gift.

"While all of these things are important, I still believe that the best way to motivate employees is through communication. Knowledge is power. Employees cannot function successfully in a vacuum. For employees to be truly motivated and happy at what they are doing they need to feel part of a team with a common goal. They need to understand the goal, and they need to know how the team is doing on a regular basis. If there are problems, they should know that, but they should also know what is being done to address the problems. Communication is our most important responsibility as managers, and yet it can also be our toughest and one that is frequently ignored. A happy employee is an informed employee."

— ***Michon Schenck**, chief operating officer, Financial Insights*

Partner recognition

Gort

"Near our office is very beautiful seaside park with a mansion that is now a four-star hotel. Several members of our staff who have gone the extra mile have been given a weekend night at the hotel for themselves and their partner, so they can share a beautiful dinner, spa and health center treatments, etc.. The responses we've received have all been very enthusiastic, because we are thanking not only the employee but their partners."

— ***Raimon Gort**, managing director, IDG Netherlands*

Switch to different tactics for under-performers

Eva Au, managing director, IDC Asia/Pacific, offered the following observations about motivating under-performing employees.

"If you are looking to motivate employees who are not meeting your expectations, then you should be using different motivational tools and strategies than you would for employees who are more successful.

- Provide feedback to help the employee understand what is expected, and show in a clear and objective way where the performance gaps are.
- Offer training support, either private coaching with a more experienced person internally or externally with a professional firm. However, you need to point out that the training is not offered as a reward but as a remedial tool and that performance improvement is expected following the training. Hold weekly meetings to assess how the training is helping bridge the competency gap.
- Give constructive feedback, reinforce improvements with positive feedback, but do not ignore areas that still require improvement.

When the employee reaches satisfactory level of performance, congratulate and thank the employee for his/her commitment."

January 23, 2006

IT Specialist (CXO)

CXO Media Inc. is seeking a highly motivated and enthusiastic IT Specialist in our Framingham office. This position requires demonstrated experience with MS Active Directory and Windows Server 2000/2003 in a Windows XP desktop environment and experience with Linux servers. Excellent customer service skills and the ability to multi-task while maintaining a strong attention to detail are essential. Candidates should enjoy working as part of a team, have the ability to manage projects, excellent communication skills, and the ability to create and maintain accurate documentation. The position requires 2-5 years experience and a BS/BA in Computer Science or equivalent. Experience in the following technologies would be a plus: routers and switches (preferably Cisco); patch management; antivirus (Symantec); security issues; firewalls; VMWare; email (Lotus Notes/Domino) and BlackBerry devices. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Analyst, Displays and Projectors (IDC)

IDC is actively recruiting for a Research Analyst to join our Displays and Projectors Research team. Responsibilities include: Creating research deliverables for the Displays Continuous Information Service (CIS), including market forecasts, technology analysis, competitive analysis, survey reports and more; Creating and maintaining Worldwide Monitor Q-View (quarterly product); Maintaining client relationships and handling customer inquiries; Working with other IDC display analysts around the world to coordinate data collection and research efforts; Handling press inquiries and internal Wall Street inquiries; Making presentations at IDC events and industry trade shows; Building base of customers by adding new clients to CIS and and Q-View and working on developing potential consulting projects or other types of custom work; Interfacing with the rest of our PC team; Staying on top of developments in the monitor and projector industries as well as any display-related technologies that could have an impact on any PC-related products. This position will include travel to trade shows and other industry events and may include international travel opportunities. Required Skills and Experience: The Displays and Projectors CIS is a semi-autonomous unit within the larger PC program and so presents an excellent opportunity for someone who is an organized, motivated self-starter and is eager to create a strong product primarily through his or her own efforts. Bachelor's degree (or equivalent experience) with 3 - 5+ years of business experience required. Must be an excellent communicator with strong technical knowledge of PCs, monitors and projectors. Excellent writing, organization, database and presentation skills are essential.
Location: San Mateo, CA
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Hardcopy and Document Solutions Market (IDC)

IDC is seeking an Analyst to cover market and technology trends in the printing, imaging, and document solutions market. Key market dynamics this analyst will cover include color printing solutions, emerging document solutions, and developing output trends among consumer and commercial end-users. The position will give the analyst a great opportunity to do research and consulting to assist industry players such as HP, Canon, Xerox, Dell in their product planning and marketing, and to help Wall Street and the media understand market trends and players. This analyst will be responsible for collecting, analyzing and forecasting mraket data and synthesizing this information into insightful and forward-looking studies. The analyst will also be responsible for responding to client inquiries and developing close relationships with IDC's clients as well as with the media and financial communities. We are seeking candidates with three plus years of analysis and writing experience with technology market exposure preferred. Strong writing, analytical, communication and public speaking skills are fundamental requirements. Excellent interpersonal skills for external and internal interaction are essential. Industry experience is strongly preferred. The position will be based in IDC's Framingham office. Some travel is expected.
Location: Framingham, MA,
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Mobile and Wireless Infrastructure (IDC)

IDC's Mobile & WiFi Infrastructure Research Program is seeking a Research Analyst to cover market and technology trends in the global wireless infrastructure industry. The wireless infrastructure industry is increasingly gaining salience as a dynamic area of research as network operators migrate their infrastructures to the next generation to offer new and innovative mobile services. This position will afford the right candidate the unique

opportunity to learn firsthand about the wireless infrastructure industry, and to develop the skills and knowledge required for authoring insightful bulletins and reports. The analyst will be responsible for gathering and analyzing qualitative and quantitative information, and synthesizing multiple industry trends into comprehensive reports. Other responsibilities include working with IDC analysts around the world, maintaining publication deadlines, and publishing client deliverables. The analyst will be responsible for responding to inquiries and developing relationships with various IDC clients including infrastructure industry executives, Wall Street analysts, and the media. The ideal candidate will have strong writing and analytical skills, proficiency in the use of Microsoft Excel, and familiarity with survey research. A bachelor's degree is required. In addition to a positive attitude and good interpersonal skills, candidates with some experience in market or academic research, gained professionally or through internships, will be preferred. The position requires the candidate to work out of IDC's Framingham headquarters. Some travel is expected. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, VOIP Services (IDC)

IDC is seeking a Research Analyst to track the VOIP services segment including both consumer and enterprise markets. The analyst will be responsible for analysis of VOIP technology trends, service provider strategies and business models. This also entails tracking end-user demand trends and enterprise requirements. The objective is to produce insightful market studies and provide compelling strategic advice to our clients. Responsibilities include quantitative market model development and forecasting; writing competitive analysis reports on telecommunications/networking services markets and vendors; conducting surveys of end-users, service providers, and network equipment vendors; supporting IDC client inquiries; and developing and maintaining close relationships with customers and prospects through teleconferences, on-site briefings, and custom research projects. In addition, strong business development skills to grow the program are a plus. This position requires 2-4 years of experience analyzing companies and trends in the telecom industry particularly as they pertain to deploying VOIP and IP services and applications. The key skills required for this position are the ability to analyze industry and vendor trends and events, and the ability to produce compelling, actionable research based on that analysis. Excellent writing and presentation skills are essential, along with the ability to interpret company financial data and manage quantitative databases. The ideal candidate will be self-motivated and able to work both independently and collaboratively. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Worldwide Telecommunications Equipment (IDC)

IDC is seeking a Sr. Research Analyst to join the Worldwide Telecommunications Equipment program. Areas of coverage will include next-generation wireline vendors, markets, and technologies that will drive worldwide service provider network investment over the next five years. Responsibilities include writing research reports supporting the Telecommunication Equipment research program, developing market forecast and market revenue share reports, supporting IDC client inquiries and briefings, gathering and maintaining quarterly data from major network equipment vendors in specific market segments, participating in custom consulting work, and working closely with regional IDC analysts to drive and maintain consistent coverage. The senior analyst will have significant interaction with network equipment manufacturers and network service providers globally through teleconferences, on-site briefings and travel to major industry events. We are interested in candidates who possess knowledge of the telecommunications industry with specific expertise in some of the following areas: broadband/DSL/cable modem, fiber access (FTTX, FTTP, FTTH, PON), metro Ethernet, ATM, optical networking, IPTV/VOD. Experience as an industry analyst, trade or business journalist, marketing professional including market intelligence and business development are all applicable to the position. The writing component of this position will be significant and therefore the ability to synthesize information and convert thoughts into writing is imperative. In addition, the analyst will need to have knowledge of Excel and working with numbers to produce IDC forecasts on the equipment segments of the market. This position is based in IDC's Framingham, MA office and some travel will be required.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Web Developer (CXO)

CXO is looking for a Web Developer with 2-6 years experience creating database driven web applications. Experience developing web applications in a PHP/Oracle/Linux environment preferred, but not required. Responsibilities include developing new applications, supporting existing applications, and migrating data. Desired skills include PHP, SQL, Cold Fusion, Oracle, and Linux. The ideal candidate will have strong problem solving skills, solid programming experience, and be self-motivated. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

IDG

Current Jobs, Week of January 23, 2006

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Exec	President & GM, Bio-IT World and bio-itworld.com	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
Computerworld						
	Edit	Senior Writer	Open	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Edit	Online Copy Editor/QA	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Software Engineer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Client Services Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, White Paper Strategy	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-820-8162
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Staff Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Operations Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Online	Online Content Producer	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
	Edit	US Correspondent	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Online	Online Content Producer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	Project Manager, Lead Gen Products	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
IPS						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Art/Design	Online Designer	San Francisco CA	Kate Coldwell	jobopps@idg.com	415-978-3290
	Edit	Senior Reviews Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Associate	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Online	Community Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Advertising Operations Coordinator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Mktg	Exhibitor Marketing Specialist	Framingham MA	Maura Russell	maura_russell@idg.com	508-988-7870
	Mktg	Marketing Director, IDG World Expo	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, Sponsorship Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Mktg	Marketing Intern	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Mktg	Marketing Specialist	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Operations	Business Analyst, New Ventures and Vertical Business Units	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Storage Software Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Director, Vertical Group	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Mobile Markets: Consumer and Enterpris	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Wireless Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Telecom Transformation Strategies and	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Business Networking and ISP	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Client Service Representative, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Senior Account Executive, Sector West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Analyst, Corporate Banking	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Global Banking Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Payments Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

Online Designer (MAC)

The Online Designer will be responsible for the visual and interface design for Mac Publishing's web sites, including macworld.com and playlistmag.com. His/her initial responsibility will be to develop information architecture and user interface for a site redesign, including the creation of wireframes, mocks, and final designs. Qualified candidates will have a keen design sense, a strong understanding of information architecture concepts and user-centered design methodologies, and comprehension of modern client-side technologies such as XHTML and CSS2. S/he must have the ability to clearly articulate ideas with excellent written, verbal, and graphic style. The Online Designer will work closely with content developers, web developers, and clients to create, refine, and document all visual aspects of web publishing. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Online Content Producer (IDGE)

IDG Entertainment is looking for an Online Content Producer to generate exciting online content for network sites including Games.net, Gamepro.com, and Gamerhelp.com. The individual candidate will build and maintain designated channels within all internal sites, and write original content that best suits our intended audience. Other responsibilities include coordinating development efforts with Editorial, Design, and Production teams, as well as keeping in close communication with game publishers to obtain updates on products. The ideal candidate should have at least two years of experience with web publishing and online community management. Experience with basic HTML, Photoshop, and Internet applications a plus. Candidates should understand the strengths of the Internet, have strong communication skills, feel passionate about the video game industry, and be able to thrive under pressure with strict deadlines. Please indicate Online Content Producer in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: L. Hess, Email: jobs@gamepro.com

Advertising Operations Coordinator (PCW)

PC World is looking for an Advertising Operations Coordinator to set up/run all ad campaigns for PCWorld.com, as well as its newsletter operation and affiliated sites. The focus is primarily in online with some print production duties. Responsibilities include handling and posting all incoming creative and ad materials, monitoring online ad fulfillment, and troubleshooting as needed. S/he will develop and run client reports, produce tracking reports and forecasts, and provide analysis for clients. The ideal candidate will be familiar with online advertising and 4C process printing, have strong Excel, communications and analytical skills, and enjoy researching and resolving questions and working with others. Prior online ad trafficking experience using Doublclick DART would be a big plus. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Manager of Brokerage Services (IDG List)

IDG List Brokerage has an exciting opportunity for a high-energy, strategic list brokerage and direct-marketing professional to join its well established and growing team. The Manager of Brokerage Services will assist in the effort to develop new business and expand on the current client portfolio in this consultative selling role. This person will also be responsible for developing innovative integrated marketing plans for our customer's products and events in the BtoB environment with emphasis on technology marketing. The ideal candidate will possess a minimum of 5+ years in sales, marketing or events with proven experience developing and fostering strategic relationships with clients, vendors, and agencies. The ability to create list plans, provide excellent customer service and communications along with juggling multiple initiatives in a fast-paced team environment is essential
Location: Framingham MA
Contact: L. Barton, Email: jljobs@idg.com

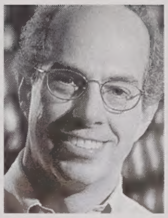
Books, videos and other resources

Looking for more resources on motivating your employees (or yourself)? The Training To Go! section on IDG Central offers the following materials on motivation:

- "100 Ways to Motivate Yourself"
- "1,001 Ways to Energive Employees"
- "1,001 Ways to Reward Employees"
- "180 Ways to Walk the Recognition Talk"
- "450 Low-Cost No-Cost Strategies For Recognizing, Rewarding and Retaining Good People"
- "Communication Basics: Dealing With People You Can't Stand -- How to Bring Out the Best in People at Their Worst
- "Effective Phrases for Performance Appraisals"
"How to Become a Great Boss"
- "How to Develop Top Performers"
- "Improving Workplace Performance Through Coaching"
- "Leader As Coach: Strategies for Coaching and Developing Others"
- "Love 'Em or Lose 'Em: Getting Good People to Stay"
- "Motivation in the Workplace: Inspiring Your Employees"
- "Team Building Skills for Managers and Supervisors"

For more information, go to www.idgcentral.com and click on the Training To Go! link. Employees from any businesss unit worldwide may borrow materials; shipping charges apply outside the U.S.

Snack food has value


Dix

"As a group, the editorial managers have tried a bunch of things. Yes, there are bonuses and gift checks and the like, but some of the other stuff includes:

- The monthly Editorial Excellence awards, where we publicly celebrate effort that is above and beyond or simply outstanding. We send out a note outlining the achievement, and the person gets $500.
- We have annual awards at our editorial meeting that celebrate the story of the year, the best team effort, best initiative, best innovation, best presentation, and things like best source of snack foods and best designed office.
- I take all the editorial folks out for lunch on their anniversaries and send the remote folks gift checks so they can order up their own special lunches."

— ***John Dix**, editor-in-chief, NetworkWorld.com*

Ringing endorsements

Bassi

"We have a bell at the office that we ring every time we sign an important deal or achieve a milestone. Who rings the bell? The person who is responsible for the deal or the milestone. It is fun and attracts a lot of attention. We always communicate our successes to the entire company through e-mail and celebrate with a small party at the office with cake and refreshments. Among our incentive projects for 2006 is the "Think Out of the Box Project." Every month we offer gift certificates for the five best ideas related to new business or improving any existing process. Ideas are posted by employees to an ideas mailing list and are selected by the management team."

— ***Silvia Bassi**, country manager, IDG Brazil*

Build trust

Au

"Managing people can be challenging as it is hard to predict emotional reaction, especially from employees you don't know very well. It is important for the manager to build a relationship of trust from the time s/he is given the responsibility to manage people. Providing immediate feedback, whether it is positive or negative, is a form of building trust. Giving constructive feedback and being open to a dialog and jointly agreeing on targets helps build the relationship between the employee and manager. Building a conducive work relationship is itself a motivating factor. Getting this right up front makes motivating employees easier going forward."

— ***Eva Au**, managing director, IDC Asia/Pacific*

Positive reinforcement

"Positive reinforcement probably remains the most effective motivator. Offering specific praise for a job well done, however, is something that we don't remember to do as often as we should. I try to send out a brief e-mail right on the spot when I notice good work, which isn't much but is better than planning to but forgetting to send a more effusive note. And we do recognize good work every week during our worldwide conference call news meeting. However, I think managers need to be careful about public recognition: if it's always awarded to the same few stars, it can be very de-motivating to the rest of the staff. At one point we entertained the idea of small gift certificates as rewards for good work, but in a staff meeting the reporters here at the time compared that to the sardines offered to train sea lions, so we nixed that idea."

— ***Elizabeth Heichler**, editor-in-chief, IDG News Service*

Generous praise

MEL MANASAN

Menezes

"When a member of your team does a good job be generous in your praise. If you're acknowledging him or her in an e-mail, copy others in the company who have some stake in the project. And be caring — but candid — when pointing out something that needs improvement. In both cases be clear and specific."

— ***Joaquim Menezes**, editor, ITWorldCanada.com*

A layered approach

Goldstein

"Each person on your team is different in terms of what motivates them. The key to bringing out that individual's source of inspiration is being observant over time based on different techniques you've used: recognition, appreciation, money, compliments to upper management, team acknowledgements, time off, positive feedback, trust and respect. As we are complex in our motivations, so are the layers you need to motivate. And if you don't know what would jazz someone, sit them down and ask. Your reward is in the asking and the fruition of the answer."

— ***Deb Goldstein**, president, IDG List Services*

noteworthy people

Promotions

Kuta

IDG WORLD UPDATE

Jeff Kuta, PC World Test Center senior performance analyst, has been promoted to data manager. "Over the last eight months, Jeff played a key role in devising and implementing our new rating system," said **Uli Diehlmann**, Test Center director. "In addition, in the 10 years he has been with PC World, Jeff has demonstrated that he is the lab's 'numbers' person. In his new role, he will be responsible for all data analysis in the lab and provide his valuable guidance for the scoring system used by PC World throughout the magazine and Web site."
jeff_kuta@pcworld.com

Butterfield

IDG WORLD UPDATE

Eric Butterfield, PC World associate editor, Reviews, is now a senior associate editor, Reviews. "Eric joined PC World in April 2003 and his keen intellect and cool demeanor have served him well during his tenure in the dog-eat-dog world of reviews," said Senior Editor **Tom Mainelli**. "In recent months, Eric has stepped up to take over the camera beat and spearheaded a plan with Macworld to share camera-testing resources and reviews. He's also been an invaluable team player as Reviews rolled out both the new PCW rating system and the new print section. Eric works hard, knows technology, and is never afraid to voice his well-formed opinion."
eric_butterfield@pcworld.com

PC World Test Center Development Analyst **Tony Leung** is now senior data analyst. "Tony has been known as the digital camera expert for some time now. But during the last few months, he has shown us his keen ability to deal with and process data points," said Uli Diehlmann, Test Center director. "It is impossible to work without the chart generators and other tools he implemented for editors to use. These tools enable the reviews and copy edit staff to preview a chart before it gets to our magazine or Web site." *tony_leung@pcworld.com*

New employees

Previously an account executive with AMR Research, **Lauren Delong** is now a senior program manager with CXO Media. She holds a B.A. in psychology from Dartmouth College in Hanover, N.H., and an M.B.A. in marketing and entrepreneurship from Babson College in Wellesley, Mass. Away from her desk she enjoys tennis, golf and skiing – "anything that gets me outside with family and friends."
ldelong@cxo.com

Carpenter

BILL RIGBY

Joyce Carpenter joins Computerworld as an online projects editor, coming from IBM where she was a curriculum developer and technical writer. She holds a B.A. in English and philosophy from Rutgers University in New Brunswick, N.J., and an M.A. and a Ph.D. in philosophy from the University of Chicago. Away from the office she enjoys reading, knitting and hiking.
joyce_carpenter@computerworld.com

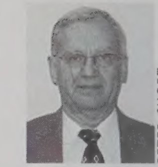
Founder and president of event management company Mactivity for 22 years, **Paul Kent** joins IDG World Expo in San Francisco as VP of Macworld Conference & Expo. A self-taught programmer, he started a consulting business while studying at Foothill College in Los Altos Hills, Calif. "My experiences in programming led me to an interest in computer networks where I consulted and developed training classes in the mid '80's," he said. "My experience with training led me to designing and hosting educational conferences, which led me to my business focus on event management." Away from his desk he enjoys spending time with his wife and three daughters, playing guitar in a rock and soul band and an occasional game of ice hockey.
paul_kent@idg.com

Kochergin

PETER SHORT

Serge Kocher-gin is IDC Framingham's new account executive in Global Financial Accounts. He was previously an account manager with InterSystems Corp. He holds a B.S. in electrical engineering from Boston's Northeastern University and enjoys working out, hockey and golf.
skochergin@idc.com

Previously an applications analyst with the Dana-Farber Cancer Institute, **Kirsten Fournier** joins IDG Research Services as an online research technologist. She earned a B.A. in psychology from the University of Delaware, an M.S in psychology from Rennselaer Polytechnic Institute in Troy, N.Y., and an M.L.S. from Boston's Simmons College. In her free time she enjoys being a volunteer literacy tutor and knitting.
kirsten_fournier@idg.com



Pintal

PETER SHORT

Gerard Pintal joins IDC Framingham as research manager with the Security Products and Services group. He was previously an independent consultant with Secure Consulting. He holds a B.S. in electronic engineering from the University of Massachusetts/Lowell. He also enjoys running, travel and building and maintaining computer systems and tinkering with digital multimedia technologies. *gpintal@idc.com*

IDG Global Solutions' U.K. office has hired **Julian Bidlake** as senior manager of EMEA business development. With more than 25 years of publishing experience, he was most recently group business development manager for Reed Computer Group. He is one of the top 150 players of racketlon, a sporting cousin to the triathlon that consists of tennis, squash, table tennis and badminton (http://www.racketlon.com).
julian_bidlake@idg.com

Morgenstein

IDG WORLD UPDATE

Carli Morgenstein is Macworld's new designer, coming from her role as full-time in-house freelance designer for Creativeage Publications; she has also been an intern and freelance designer for Scientific American magazine. She holds a B.A. in magazine journalism with a minor in cultural anthropology from the University of Oregon/Eugene. She likes to travel, take photos, read and play volleyball.
cmorgenstein@macworld.com

Transfers

Computerworld's Strategic Programs and Events group welcomes Senior Marketing Specialist **Duncan Newell**, who most recently was a senior audience development specialist at IDG World Expo.
duncan_newell@computerworld.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31

Joanne Capolino *IDG Research Services*

24

Renee Pierce *IDG*

23

Franz Heber *IDG Australia*

22

Lee Doyle *IDC*
Mark Winther *IDC*
Donna Sparrow *IDC*

21

Ruth Bell *IT World Canada*

19

Christian le Gall *IDG France*
Claudette Sears *IDG Research Services*

18

Katalin Kopácsi *IDG Hungary*
Deborah Vozikis *Network World*
Michelle Criscenzo *IDC*

17

Zsóka Egyed *IDG Hungary*
Amy Hanania *IDG*
Kenneth Fuller *IDG*
Miriam Karlin *IDG*

16

Francis Mao *IDG Entertainment*
Imre Birkus *IDG Hungary*
Marcel Warmerdam *IDC Benelux*
Ingela Meerburg *IDG Sweden*
Amanda Patrick *IDG Australia*
Lillian Richard *IDG*
Seanna Maguire *IDG Research Services*

15

Gary Koch *IDC Hong Kong*
Petr Kubat *IDG Czech*

13

Curtis Price *IDC*
Randi Siegal *IDC*
Laura Nurzynski *IDC*
Shane Rau *IDC*

12

Joe Mola *Computerworld*
Edyta Bajorek *IDG Poland*
Gregory Morgan *Network World*
Peter Jidesten *IDG Sweden*
Cathy Garland *IDG*
Gabrielle Wheeler *IDG Australia*

11

Jeannie Button *IT World Canada*
Ricardo Stevenson *IDC Chile*
Lorena Vega *IDC Chile*
Natalia Vega *IDC Chile*
Richard Bailey *IDG U.K.*
Yvonne Kappel *IDG Sweden*
Robert Gleason *IDG*

10

Cheryl Roy *IT World Canada*
Melissa Tooley *Computerworld*
Mary Steeves *IDC*

9

Lindsay Young *IDG Entertainment*
Stephen Kranabetter *IT World Canada*
Sharon Machlis *Computerworld*
Carlos Cid *IDG Spain*

8

Matt Duffy *Computerworld*
Mike Barbato *Computerworld*
Janneth Arevalo *IDC Venezuela*
József Samu *IDG Hungary*
Vaclav Maletinsky *IDG Czech*
Christopher Murphy *IDC*
Manuel Pastor *IDG Spain*
Andrew Brown *IDC U.K.*
Josepha Jobe *IDG France*

7

Julie Bort *Network World*
Morris Edwards *IDC*
Joaquin Hevia *IDG Spain*
Daniel Sjöholm *IDG Sweden*
Jonathan Holmes *IDC U.K.*
Sam Martin *IDC U.K.*

6

Donna Butts *IT World Canada*
Shirley Chua *IDC Singapore*
Michael Meleedy *Computerworld*
Thomas Rotter *IDG Germany*
Mary Gregory *CXO Media*
Jonathan Gaw *IDC*
Matthew Eastwood *IDC*
Allen Leibovitch *IDC*
Margaret Follmer *IDC*
Mats Westin *IDG Sweden*
Sophie Boddele *IDG France*
Peter Sayer *IDG News Service*
Hannah Richardson *IDG Australia*

5

Frank Parisi *IDG Entertainment*
Nicole Filiatrault *IT World Canada*
Ai Collins *CXO Media*
Puneet Narang *Network World*
Shiv Bakhshi *IDC*
Coleman Jolley *IDC*
Lisa Giberti *IDC*
Songtao Lu *IDC*
Karen Moser *IDC*
Carl Löfgren *IDG Sweden*
Dorota Chrisp *IDC U.K.*
Jason Bremner *IDC Canada*
Faith Clunie *IDG*
Hara Aronson *IDG International Publishing Services*
Shari Redan *Bio-IT World*
Howard Dahdah *IDG Australia*

4

Balázs Barabás *IDG Hungary*
Milada Kabanjiova *IDG Czech*
Michael Sullivan *IDC*
Amparo Rodriguez *IDG Spain*
Hirotaka Nishide *IDG Japan*
Catherine Varmazis *Bio-IT World*
Gina Bajenaru *Bio-IT World*
Kevin Davies *Bio-IT World*
Mark Gabrenya *Bio-IT World*
Salvatore Salamone *Bio-IT World*
Melissa Trudinger *IDG Australia*

3

Sue Yuan Heng *IDC Singapore*
Chris Leger *Computerworld*
Tibor Mozsik *IDG Hungary*
László Varga *IDG Hungary*
Karel Tykal *IDG Czech*
Helga Szemenkar *IDC Hungary*
Johan Olsson *IDG Sweden*
Annika Guldroth *IDG Sweden*
Cecilia Löwenadler *IDG Sweden*
Sanna Norlin *IDG Sweden*
Fumiaki Azegami *IDG Japan*
Koichi Hoshihara *IDG Japan*
Grant Gross *IDG News Service*
Mike Gee *IDG Australia*

2

Kari Oosting *IT World Canada*
Jill O'Toole *Computerworld*
Bill Golden *CXO Media*
John Vulopas *CXO Media*
Antal Tungler *IDG Hungary*
Ivana Lejckova *IDG Czech*
Stacy Sudan *IDC*
Nicolette Speerstra *IDC Benelux*
Asa Israelsson *IDG Sweden*
Guilherme Bandel *IDG Brazil*
Akiomi Koike *IDG Japan*
Jesper Stein Sandal *IDG Denmark*
Susanna Hinds *IDG Corporate Communications*

1

Emily Throckmorton *IDG Entertainment*
Jennifer Crist *IDG Entertainment*
Winnie Jang *IDC Korea*
Michael Araneta *Financial Insights Singapore*
Boris Boehles *IDG Germany*
Alexander Roth *IDG Germany*
Ana Beatriz *IDC Argentina*
Jonathan Heinrich *CXO Media*
Giorgio Ferretti *IDG Italy*
Danielle Bourke *Network World*
Lenka Vokurkova *IDG Czech*
Jill Feblowitz *IDC*
Reuben Miller *IDC*
Aris Amanatidis *IDC*
Guy Ralfe *IDC*
Jason Holman *IDC*
Paul St. John *IDC*
Jose Soto-Padron *IDG Sweden*
Maria Falk *IDG Sweden*
Jennie Sirviö *IDG Sweden*
Veronique Hardouin *IDC U.K.*
Jan Larsen *IDC U.K.*
Gary Crandall *IDG*
Deanne McIntosh *IDG Australia*
Samantha Saunders *IDG Australia*
Jo BenAtar *IDG Global Solutions*
Jodi Williston *IDG World Expo*
Kevin Ford *IDG*
Samuel Walker *IDG*

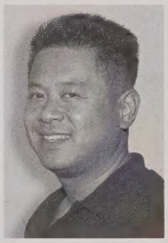
off line for fun

2006 industry forecast

The editors of IDG World Update recently asked some IDG and IDC executives to dust off their crystal ball and answer the following question: "What do you think will be the most important development in the enterprise and/or consumer IT market this year?"

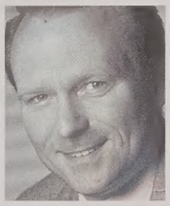
"In the enterprise market, I'm looking at venture capital investments around IDC's concept of 'Dynamic IT' where ever-more-automated applications and services can/must interact with less and less human intervention. In the consumer market, I think that 2006 will be the first real year of the "media server," much like 2004 was the first real year of the flat-panel TV."

— ***Pat Kenealy***, *general partner, IDG Ventures Pacific II*



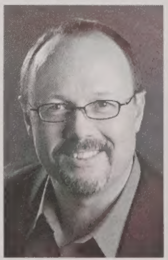
"The continued emergence of video content as the premiere form of information technology. Broadband, wi-fi, and mobile technology have caught up in recent years to make text-only content obsolete. It's a whole new way of looking at the old saying 'a picture is worth a thousand words.' Why just text a game cheat code when you can show the cheat code and a video showing the secrets that the code reveals?"

— ***Francis Mao***, *SVP/editorial and creative director, IDG Entertainment*



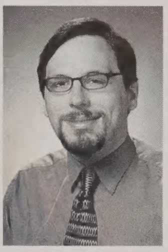
"IT organizations will need to plan for two things that fall outside their comfort zone: 1) The possibility of an avian flu pandemic — which could trigger quarantines, employee absenteeism and supply shortages — should be factored into business continuity plans. 2) The 'consumerization' of IT. Enterprises should figure out how to handle the risks and opportunities of employees bringing consumer gadgets (e.g., smart phones and thumb drives) into the office."

— ***Mitch Betts***, *executive editor, Computerworld (U.S.)*



"In the enterprise IT space, we're going to see an acceleration toward a new model of IT that has been on the horizon for the past couple of years. The client/server era is coming to an end, condemned by the complexity that it brought with it. This new era of IT — an era that has not yet been named (although lots of companies are trying to put their own spin on it) — will be marked by a much more flexible, dynamic IT infrastructure and a new generation of applications built on Web services. We've been chronicling this tectonic shift in our 'New Data Center' supplements, and we're seeing these changes begin to happen at a much more rapid pace."

— ***John Gallant***, *president/editorial director, Network World*

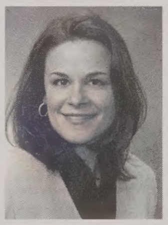


"I think many of the most significant developments in 2006 will be related to Net-based services. With services such as Apple's iTunes Music Store's TV downloads and the Google Video Store, we're seeing Internet-based distribution of video content make its mark all of a sudden. And AJAX technology is letting services like Google Local, Zimbra, and the new version of Yahoo Mail perform like desktop software right in the browser."

— ***Harry McCracken***, *VP/editor-in-chief, PC World (U.S.)*

"Content, services and devices based on delivering digital video to consumers will form a key trend in the consumer IT market in 2006. Existing consumer device categories will be enhanced with digital video, and vendors will launch new portable multimedia hardware. Paid downloadable and streamed video will become much more widely available through existing and new services."

— ***Jason Armitage***, *senior research analyst, EMEA Consumer Devices, IDC EMEA*



"While online video services and IPTV are the hot topics of the day, sales of digital TVs are where the real opportunity lies, as U.S. sales grow by more than 45% from 2005 and annual revenues reach more than $21 billion."

— ***Danielle Levitas***, *VP, Consumer & Broadband Markets, IDC*

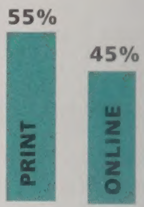
The Sony PlayStation 3 (PS3) will be the hot consumer product in 2006. Despite competition from the recently launched Microsoft Xbox 360 and soon to be launched Nintendo Revolution, gamers and mass market consumers alike will be talking about and anticipating the launch of this next-generation Sony product, likely this fall. Sony's dominance of the videogame console market is really its to lose in 2006, considering the strong PlayStation brand, loyal groups of consumers and game content community support. Longer-term, Sony will use this momentum to once again dominate the console market."

— ***Schelley Olhava***, *program manager, Consumer, IDC*

Question of the Week

The world may be moving online, but when it comes to reading a daily newspaper, IDG employees responding to the most recent question of the week on IDG Central expressed a preference for good old-fashioned print.

Most of the time, do you read a daily newspaper in print or online?



Be sure to log on to IDG Central and weigh in on this week's question:

Have you ever made a purchase on eBay?

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG World Update

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Computerworld reporters adopt online-first news strategy

All news now begins life online, subset of copy developed for print audience

Computerworld last month made a significant commitment to the growth of its online business by refocusing its beat reporters to an online-first news reporting and analysis strategy. Working much more like reporters for a daily newspaper, each of the publication's seven reporters now files two to three stories a day to be posted online, plus one more extensive piece (a Q&A, for example) per week. News editors then work with the reporters to identify and develop the news stories that are most suitable for the print readership with analysis and additional sourcing for inclusion in the weekly publication.

BILL RIGBY

*Under Computerworld's new editorial system, a reporter typically will submit a story to Online News Editor **Ken Mingis** (seated at right), who edits it and posts it to the news feed. Mingis then works closely with News Editor **Craig Stedman** (sitting on desk) and Assistant News Editor **Mike Bucken** (standing, left) to identify and develop those stories throughout the week and determine which of them will appear in print. The trio also works closely with the various channel editors such as **Lucas Mearian** (standing, right), who is responsible for the storage channel. Online Editor-at-large **Marian Prokop** is helping to edit the increased volume of online news stories.*

Beat reporters are no longer responsible for feature stories, which are now produced by a dedicated staff of feature writers and freelancers. Features are designed for print and are typically packaged with additional elements when they're posted online.

"Our goal is to dramatically increase the amount of content we have on our Web site so that we have exponential growth in the number of unique visitors to the site," explained Computerworld VP and Editor-in-chief **Don Tennant**. "Computerworld is investing its resources online because that's where we see the growth of our business."

Under this new system, all news stories written by Computerworld reporters now begin life online and news stories in the print publication constitute a small subset of what is available on computerworld.com. "While our core readers in

continued on page 5

New Turkish partner launches PCW, Macworld, GamePro

IDG's licensee in Turkey, the Dunya Group of Companies, last month launched a three-pronged foray into the local IT market with PC World, Macworld and GamePro properties.

"We want to be a market leader in IT publishing," said **Engin Gedik**, Dunya IT publications manager. "Our main target is to serve different types of IT readers in Turkey with the power and know-how of IDG."

PC World Turkey (initial circulation 45,000) targets both business and home PC users, GamePro Turkey (25,000) covers all major gaming consoles and PC games, and Macworld Turkey (10,000) is aimed at the local Macintosh and peripherals market, which is "small but with growth potential," Gedik said.

*Dunya Group of Companies employees gather with Dunya Chairman **Didem Demirkent** and IDG International Publishing Services VP, Licensing and Operations **Jim Sullivan** (flanking the PC World cover).*

continued on page 2

This week on IDG Central

Writing Workshop
Week Two of Variant Spelling looks at "centre" vs. "center" and other dilemmas.

Meet Your Colleague
IDG Brazil Circulation Manager Mirian Domingues gets results from two-year subscription programs.

in brief newsworthy

IDG Netherlands' gadget site continues to grow by word of mouth

Verhagen

Doorn

Thanks to word of mouth by Dutch gadget lovers, IDG Netherlands' Gadget.nl site has been steadily growing with no advertising or marketing. Launched late last year, Gadget.nl is a site for "geeks and early adopters," said Managing Editor **Laurens Verhagen**. "In December we had roughly 130,000 page views and 20,000 unique visitors."

Looking at cameras to calculators, mice to MP3 players, the interactive site adds new products and reviews daily; registered readers are encouraged to provide user ratings and commentary, both on the products and the site's editorial. "We also hope that in the longer term readers will provide other content, such as complete reviews," Verhagen said.

Verhagen and co-editor **Jeroen Doorn** are currently in talks with possible partners for an online gadget store and a product finder. (Verhagen and Doorn are also editors at IDG Netherlands' Webwereld.nl, the Netherlands' largest IT site.)

Verhagen said IDG Netherlands has done no advertising or marketing of Gadget.nl "because we consider it a so-called 'below-the-radar project'. We won't invest in the site until we know that it has potential."

Gadget.nl is up against nl.gizmodo.com and Gadgetgarden.nl in the local market. "It's difficult to be very different," Verhagen said, "because everyone looks for the same stuff. We think we have something more to add. Just as we do at Webwereld, we present a unique mixture of serious and less serious subjects. Besides, if you have had the name 'gadget.nl' since 1999 you should do something with it."

For more information, contact Laurens Verhagen at lverhagen@idg.nl.

IDG negotiates global contract for web response management system

IDG has negotiated a worldwide contract with Accela Communications for the use of the AccelaWorks web response management system. AccelaWorks allows users to manage online registration forms from the point of data collection through to the distribution of clean records to one or many points of contact. The software includes a registration form generator called Form Builder, which features pre-built components to support drag and drop design features. Forms can be customized with corporate, program or product branding. AccelaWorks includes multi-lingual support using UTF-8 encoding. Users can cut and paste a wide variety of linguistic characters into dialogue boxes within the application and they will be rendered properly during both the creation and display of forms.

Any business unit may use the AccelaWorks system for an annual fee of $5,000.

To download a white paper from Accela Communications on Online Data Collection: Tips for Optimizing and Managing Data Captured Over the Web, visit http://www.accelaworks.com. For more details about AccelaWorks, see this article on IDG Central.

For more information, contact Ann Roskey, VP, marketing and audience development at Accela Communications at ann_roskey@accelacommunications.com.

Turkey

continued from page 1

*L-R: Dunya Group of Companies Board Member **Erdem Top**, IDG Chairman **Pat McGovern,** and Dunya IT Publications Manager **Engin Gedik**.*

Although PC World and Macworld share a publication manager and editor-in-chief, the magazines will have separate editorial staffs. Gedik said that PC World Turkey will use content from Germany's PC-WELT because its articles "fit the Turkish market and readers." Dunya is also translating some articles, reviews and product tests from the three U.S. parent editions, "but there are different reader needs; Turkish computer users want more basic, end-user content," Gedik said.

Not only is Dunya publishing new titles, it is also trying new promotional programs. PC World Turkey ran a cover-mount DVD, the first in the Turkish IT publishing sector, to positive reader feedback. The February PC World will offer another first, an 8.1 gigabyte dual-layer DVD.

IDG has had numerous licensees and subsidiaries in Turkey for least 20 years, "but we're confident Dunya will be a reliable and long-term partner," said IDG International Publishing Services Licensing Manager **Jean Gasbarro**.

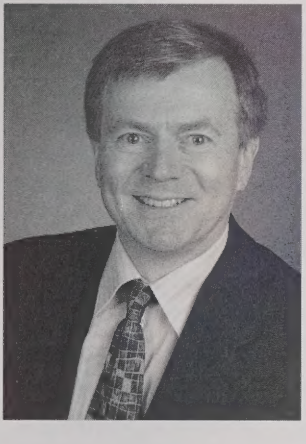
Dunya is one of Turkey's largest publishing firms, producing or distributing a wide range of local and international newspapers, magazines and books, including The Financial Times and Cosmopolitan. It signed with IDG several years ago to publish Macworld but closed it last February. "However, when they heard we were looking for a new partner to produce PC World, they immediately said they would be interested and would also re-launch Macworld, and they tossed in GamePro as well," Gasbarro said.

"We want to win back Mac readers," Gedik said, "and Apple's rapid market share increase in Turkey helped us make the decision." Dunya plans to launch other IDG titles, according to Gedik, including Computerworld, CIO and Network World.

Contact Engin Gedik at egedik@dunya.com. Visit the sites at www.pcworldturkiye.com, www.gamepro.com.tr and www.macworld.com.tr.

one on one the interview

Colin Crawford
IDG's senior vice president of online is this week's columnist. Reach him at colin_crawford@idg.com.



Q I read about your new role with IDG Connect in World Update last month. Can you tell us a little more about this group?

A IDG Connect is a consolidated sales lead service. It leverages IDG's massive customer profile database, which has been developed from our engaged, high-quality audience who trust information from IDG brands. The database currently numbers around eight million records. At this stage of IDG Connect's development, sales leads are generated via targeted e-mails. The recipient is encouraged to download a special report (a white paper) relevant to their interest or watch a vendor-sponsored online presentation (a webcast). To receive the content they have to register and typically answer a couple of vendor-specific questions. The leads are reviewed and filtered and then passed to the sponsoring vendors on a cost-per-lead basis. Over the last few months in cooperation with the IDG U.S. business units we've been working hard to build the database and put in place technology to deliver millions of e-mails each month as well as software to carefully monitor the results. The first live program ran very successfully in conjunction with Network World at the end of December.

Q How many people work at IDG Connect?

A In typical IDG entrepreneurial fashion we are lean and mean. **Connie Johnson**, who led sales at BitPipe, is now leading the sales effort of IDG Connect as VP sales and business development; **Joe Pierce**, director, audience development, runs the e-mail programs and IDG International Publishing Services VP Information Services **Mo Effron** helps with database development and other technical issues. We also get assistance from others within IDG as well as sub-contracting out some work. Our focus over the next quarter is to ensure all the systems work smoothly while starting to generate some significant revenue streams.

Currently all programs are developed in conjunction with the business units. A typical program may have an individual business unit generating 60% of the leads for a vendor but using IDG Connect to deliver the other 40%. The business units pay IDG Connect for qualified sales leads. Over the long term, IDG Connect will look to sell direct to specific customer segments, selected so as not to compete with the lead-generation programs at individual business units.

Q What is the IDG Delta Force?

A The IDG Delta Force is a special task force composed largely of the online general managers of the various IDG business units, plus a few other individuals who are focused on developing online initiatives. Its primary goal is to help IDG move quickly to develop online programs and deploy technologies across the various IDG business units.

Rather than have every business unit evaluate the same products or service the Delta Force selects a member to lead up a particular initiative on behalf of the group. This individual is responsible for carrying out the evaluations and reporting back to the group with a set of recommendations. If accepted, usually with a few modifications, the technologies are deployed across IDG. Examples of some of the recent initiatives include pan-IDG search, consistent IDG registration for lead services, e-mail best practices, use of common taxonomy, review of ad serving solutions, video programming and RSS deployment. It is refreshing to see such amazing collaboration among IDG business units in the online space; such cooperation usually means the solution is not only of higher quality than if just developed by a single business unit but is deployed faster resulting in revenue streams being activated more quickly.

One major initiative going forward will be around distribution of IDG content via mobile devices. Anyone interested in this project is welcome to contact me.

Q It's very common around IDG these days to hear people talking about the importance of "creating communities." For those of us who are not directly involved in online efforts at our business units, can you explain their value?

A One of the unique opportunities offered by online is the ability of people to interact and participate — to enter a conversation with the editors, other users and vendors. Online allows users to be much more selective in their content. They are looking for more than just editorial content, they seek out content from multiple sources, one of the most valuable being their peers. The independent, high-quality trusted views of the editorial staff are still highly valued but online allows it to be complemented with content from multiple sources. The more the community engages the more valuable the site becomes. The user-generated reviews, discussions, feedback and other supplied content are from knowledgeable members of the community and are usually of very high quality. While some checks and balances need to be in place, the initial fear that the user-supplied content would be vastly inferior to the editorial content has not proven to be the case.

"It is refreshing to see such amazing collaboration among IDG business units in the online space; such cooperation usually means the solution is not only of higher quality than if just developed by a single business unit but is deployed faster resulting in revenue streams being activated more quickly."

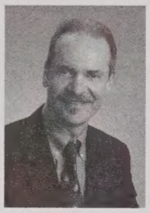
continued on page 4

IDC's Insights companies use webcasts to share predictions

Bozzelli

Capachin

Lundstrom


Nicholson

Parker

Whalen

IDC's five Industry Insights companies recently hosted a series of free live webcasts to announce their top 10 predictions in 2006 for IT leaders and vendors in the manufacturing, healthcare, financial services, energy and government sectors. The discussions focused on how these predictions will impact technology spending patterns, organizational structures and industry performance.

The one-hour webcasts, produced using Microsoft's Live Meeting software, ran during the week of Jan. 9 (one each day, with two on Monday) and were launched with a cross-industry panel featuring research executives from each of the Insights companies followed by specific predictions for each Insights company throughout the week. At the end of each presentation, attendees were able to ask questions online via the Live Meeting software or via telephone.

Presenters included:

- **Teresa Bozzelli**, COO & managing director, Government Insights.
- **Jeanne Capachin**, research director - Banking Practice, Financial Insights.
- **Scott Lundstrom**, research VP, Health Industry Insights.
- **Rick Nicholson**, research VP, Energy Insights.
- **Bob Parker**, research VP, Manufacturing Insights.
- **Meredith Whalen**, group VP/general manager, IDC - Vertical Market Business Units.

"Predictions week is an excellent way for IDC to showcase the range of deep domain expertise we have across several industries," Whalen said.

The webcasts drew close to 700 qualified attendees throughout the week and generated significant interest by the trade press. "This was a great opportunity for us to build some brand awareness around each of the Insights companies as well as generate some qualified end-user leads," said **Shellie James**, director of marketing for Energy, Health Industry and Manufacturing Insights.

"These presentations were so successful that we plan to hold quarterly web conferences featuring a panel of our Insights Research VPs on a topic that is germane to clients in each of the industries," Whalen added.

Employees interested in listening to the webcasts (available as MP3 files) or obtaining copies of the presentations may contact Shellie James at sjames@idc.com.

One on one

continued from page 3

Q In a recent column, you said you saw great potential for video podcasting to become a lucrative revenue stream. Are any IDG business units currently making money with podcasting?

A I believe video content delivered to the three screens — the PC, TV and mobile device (cell phones, video iPods, etc.) will really take off in 2006. Apple's iTunes has shown that users will download and pay for certain content. The major search engines such as Google and Yahoo are also focusing on video. Within IDG, several business units are experimenting with video. Network World has launched "Hot Seat" and "Cool Tools" series as well as putting up content from their Demo and Vortex conferences — check it out at http://www.networkworld.com/video/. PCWorld has DigitalDuo, Macworld Expo and Macworld magazine posted conference sessions from Macworld Expo and we'll see video-based product reviews from PC World, Macworld and Games.net. Video will play a significant role at all IDG online sites in the coming year. The business models are still being developed but include embedded advertising, pre- and post-rolls as well as banner and other advertising opportunities around the hosted video. We are working with Google and other search engines to experiment with paid video.

Q What are some of the key metrics and business goals that you plan to use to measure IDG's progress in the online marketplace? Are you in a position yet to specify certain critical financial or operational online goals for IDG?

A Today online revenues represent approximately 20% of U.S. business unit revenues (excluding IDC). Online revenues are currently growing at around 35% to 40% and by 2008 I'd like to see approximately 45% to 50% of our U.S. revenues coming from online sources. The marginal profitability of each additional dollar can be as high as 50% once technology and infrastructure has been properly deployed. As we transition from being a print-focused to an online- and expo-focused organization our overall profits should increase very significantly.

Key metrics include revenue per thousand readers, revenue per thousand pages, revenue per paid lead and CPMs on online display advertising.

> *"Video will play a significant role at all IDG online sites in the coming year."*
>
> — Colin Crawford

IDG

Current Jobs, Week of February 6, 2006

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Edit	Associate Editor	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Exec	President & GM, Bio-IT World and bio-itworld.cor	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
Computerworld						
	Admin	Online Administrative Assistant	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editorial Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Senior Writer	Open	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	IT Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Prod	Online Production Designer	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Edit	Online Copy Editor/QA	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Web Developer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Client Services Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Staff Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Operations Coordinator	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Online	Online Content Producer	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	Tokyo Correspondent	Tokyo Japan	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
	Edit	US Correspondent	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Online	Online Content Producer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
IPS						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Art/Design	Online Designer	San Francisco CA	Kate Coldwell	jobopps@idg.com	415-978-3290
	Mktg	Marketing Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Cust Serv	Client Services Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Online	Advertising Operations Coordinator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Community Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Intern	Marketing Internship	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Exhibitor Marketing Specialist	Framingham MA	Maura Russell	maura_russell@idg.com	508-988-7870
	Mktg	Marketing Director, IDG World Expo	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	PR	Public Relations Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, Sponsorship Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Mktg	Marketing Specialist	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Mktg	Marketing Specialist, CM and Telecom Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Marketing Specialist, Ideas and Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Operations	Business Analyst, New Ventures and Vertical Business Units	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Storage Software Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, VOIP Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Research	Research Manager, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Tracker Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Senior Account Executive, Sector West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Research Analyst, Corporate Banking	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Government Insights						
	Mktg	Marketing Director, Government Insights	McLean VA, Washington D	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Federal Civilian Government	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Federal Defense	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Government IT Vendors	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

February 6, 2006

Associate Editor (BIO)

Bio-IT World has an exciting opportunity for an Associate Editor to join its editorial staff. The successful candidate will be primarily responsible for researching and writing news and feature stories for print and online editions of Bio-IT World. Other duties include product reviews. Expertise in IT applications for the life sciences/biotech industry, including areas such as grid computing, data management, informatics, computational science, etc., will be a huge asset. The successful candidate must have superb editing and writing skills in the high tech and/or biotech markets with ability to produce and edit quality copy for a sophisticated audience. Must be self motivated and team contributor.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

IT Director (CWI)

Computerworld has an exciting opportunity for an IT Director to lead a staff of six in support of a successful, fast-growing organization. The IT Director will work with Computerworld management to translate business strategy into technology strategy, recommend and implement IT policy in support of the business, set project priorities, and ensure strong communication within the IT group and across the organization. The IT group has responsibility for network and server administration, application development and support, and help desk and is also responsible for supporting the infrastructure and hardware for Computerworld.com and all of the event websites. Candidates should have at least 8 years in a management role in an IT environment, and have strong technical, leadership, communication, organizational, customer service, and interpersonal skills. Strong project management skills are required. Familiarity with network protocols, security, firewall and VPN technologies is required. Technologies in place include Windows, Unix, Linux, Oracle database, SQL Server, Notes/Domino email, VMWare, and .Net. Desktops are PC and Mac. Applications include Salesforce.com, Adobe products (InDesign, InCopy, etc.), K4, and Interwoven, as well as many in-house developed applications. Familiarity with the publishing business is a plus. ***Location: Framingham, MA***
Contact: J. Lynch, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Administrative Assistant (CWI)

Computerworld.com is seeking a highly skilled and adaptable administrative professional to support the online editorial and operations group. This position reports directly to the Vice President and General Manager of Computerworld.com and will work with all aspects of the online business. The successful candidate will possess excellent organization and communication skills, attention to detail, a willing attitude, and the ability to multi-task in a fast paced environment. About half of the role will be spent supporting editorial functions such as handling contracts, assignment letters, invoices for freelance writers, and pulling content for newsletters with the other half being spent on supporting business projects including research, search engine marketing, and new business development. Responsibilities will also include general office support and customer service for the department. Experience and a comfort level for working in a dramatically growing and changing business are essential. Candidates must be proficient with the MS Office suite and have experience with the fundamentals of managing a budget. Experience with or interest in the Internet or electronic publishing is strongly preferred. ***Location: Framingham, MA***
Contact: J. Lynch, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Production Designer (CWI)

Computerworld.com has an exciting opportunity for a Production Designer. The ideal candidate will have online design and production experience and a keen sense for what works with both the audience and potential online business partners. The successful candidate will have a proven track record in packaging dynamic and compelling content for the Internet and in establishing schedules and processes to meet daily deadlines as well as short- and long-term goals. A working knowledge of traffic-reporting tools along with experience managing project timelines, web production tools and database-driven sites is a must. Knowledge of multimedia (Flash), video and the interactive sales market is a plus along with expert HTML, CSS, JavaScript, Photoshop, Illustrator or Fireworks. Online Portfolio is required: when responding to jobs@computerworld.com, please include links to your most recent projects and specify which parts you were involved in. A minimum of three years of producing and managing content for the Web is required. A Bachelor's degree in Communications or New Media is desired. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Copy Editor (CWI)

Computerworld is seeking a skilled copy editor to work on both its print edition and Web site. Responsibilities will include editing and proofreading copy for grammar, consistency and style; producing page layouts using Adobe InDesign software; and posting articles to Computerworld's website. A sharp eye for detail and the ability to work on multiple projects under daily deadlines is required. Experience with InDesign or QuarkXPress and knowledge of AP style are desired. Familiarity with the IT industry and online technologies is also a plus. A bachelor's degree and at least two years of copy editing experience are preferred. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Editorial Director (CWI)

Computerworld is seeking a highly experienced editorial director to be responsible for the editorial strategy and execution for Computerworld.com. The Online Editorial Director will be responsible for the strategy behind transforming an established Enterprise IT site into a fully developed topic driven site and for ensuring that the site conforms to the editorial standards set for Computerworld. The Director will manage the team of editors for computerworld.com and work toward growing the activity of the site exponentially over the next three years. Working with the managing editor, news editor, and online editorial team, the Online Editorial Director will play a principal role in the daily publishing of online content and be responsible for assigning and editing original content, as well as working with beat reporters, the news desk, and print editorial staff to plan creative re-purposing and integration of newspaper content. The Director will also establish content relationships with outside partners and within IDG. The successful candidate will be able to generate a consistent flow of strong news and feature ideas, build a stable of dependable freelancers, juggle staff and freelance assignments, write compelling headlines and summaries, cooperate with colleagues when subject areas overlap, pull together daily e-mail newsletters, pitch in writing articles and creating webcasts when needed, and work well under deadline pressure. This position will require an ability to lead and manage change using strong management and communication skills. Qualified candidates will have management experience, five or more years of professional writing, editing, and content production experience; an established track record of building large online audiences and an aptitude for learning new software and technologies. Experience working with content management systems and electronic publishing tools is a must. A Bachelor's degree in English or Journalism and a solid understanding of web terminology are required. Candidates should also have experience with HTML and knowledge of XML, XHTML, CSS, as well as graphics editing software such as Photoshop and Illustrator. If you are looking to join a fast-paced, expanding online publishing operation with a great work environment get in touch with us today! ***Location: Framingham, MA***
Contact: J. Lynch, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Systems Administrator (CXO)

CXO Media seeks an experienced systems administrator to oversee its external and internal publishing systems. The ideal candidate will have at least five years of system administration experience and deep expertise in web server configuration, operation, optimization, patch and security management. In addition to administering CXO's server operations at its ISP host, the systems administrator will oversee internal production systems and lead the transformation from an internally developed content management system to an InterWoven Teamsite installation, incorporating third-party metatagging tools and integration with a new Adobe InDesign/InCopy/K4 publishing system. The position will be responsible for the optimization and integration of third-party applications such as DoubleClick DART, Omniture and internal work-flow and business processes such as Oracle, Lotus Notes, and SalesForce.com. Experience in web development is a plus, particularly in OpenSource application development and customization (LAMP, MySQL, Wordpress, MediaWiki, Drupal), Oracle, and Java. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Web Developer (CXO)

CXO Media, publisher of CIO.com and CSOonline.com is seeking an online web developer to lead the development of web applications and services delivered to its users through out its network of leading business-to-business web sites. Expertise in Java, Oracle, and OpenSource environment are essential skill sets to possess. 4-5 years related experience and exposure to database publishing (InterWoven Teamsite and Adobe InDesign/InCopy/K4 publishing system), online media, and rich media is essential. Ideal candidate also supports internal work-flow and business processes such as Oracle, Lotus Notes, and SalesForce.com. Experience in OpenSource application development and customization (LAMP, MySQL, Wordpress, MediaWiki, Drupal) also is preferred. ***Location: Framingham, MA,***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Marketing Director, Government Insights (GI)

Government Insights, an IDC company, is responsible for conducting market research and developing research-base advisory and consulting services for the government market and the technology vendors addressing the public sector industry. We are currently seeking a creative, energetic, and highly-organized Marketing Director to launch the new Government Insights business unit. Reporting to the Government Insights Managing Director and working closely with the VP of Marketing, the Marketing Director will be responsible for all marketing and communication activities. This includes creating collateral pieces from concept to printing, executing innovative brand campaigns to new audiences and organizing events (from webcasts to breakfast briefings to trade show participation). In addition, responsibilities include ongoing sales lead generation campaigns to a new set of buyers for each launch and ROI tracking of all campaigns. This position requires prior management experience, strong writing skills, the ability to understand IT terminology and communicate technology concepts to all levels of clients. Prior experience marketing to government officials, CIOs, line of business managers, large technology vendors and other users of technology is necessary. Experience working in an entrepreneurial environment and knowledge of concepts for complex technology program and risk management, government acquisitions, and enterprise level technology portfolio management is highly desirable. This position requires a minimum of 10 years marketing experience, preferably in one or more of the industries mentioned. Prior experience in marketing IT research is a plus. Candidates will be required to hold a bachelor's degree and an MBA is considered a plus. This position will be based in the Washington DC/Northern Virginia area. ***Location: Mc Lean, VA and Washington, DC***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Federal Defense (GI)

Government Insights, an IDC company, is responsible for developing research-based advisory and consulting services focused on the public sector industry. We are currently seeking a Senior Account Executive who has been successful selling advisory and/or consulting services into government organizations as well as IT vendors who serve the government market. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Government Insights business. This position will have sales responsibilities for selling the Government Insights products (subscription advisory services, multi-client studies and consulting projects) to the Federal Defense segment of the government market. The successful candidate will be able to arrange meetings make presentations on the product offerings to CIOs and line of business executives, and configure the Government Insights offerings to client needs. The individual must be knowledgeable about IT issues and the full life cycle of technology decision processes for the government, have relationships with government official responsible for technology decisions and IT vendors serving the government market, and be able to establish and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Government IT Vendors (GI)

Government Insights, an IDC company, is responsible for developing research-based advisory and consulting services focused on the public sector industry. We are currently seeking a Senior Account Executive who has been successful selling advisory and/or consulting services into government organizations as well as IT vendors who serve the government market. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Government Insights business. This position will have sales responsibilities for selling the Government Insights products (subscription advisory services, multi-client studies and consulting projects) to the IT Vendors serving the government market. The successful candidate will be able to arrange meetings make presentations on the product offerings to CIOs and line of business executives, and configure the Government Insights offerings to client needs. The individual must be knowledgeable about IT issues and the full life cycle of technology decision processes for the government, have relationships with government official responsible for technology decisions and IT vendors serving the government market, and be able to establish and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Federal Civilian Government (GI)

Government Insights, an IDC company, is responsible for developing research-based advisory and consulting services focused on the public sector industry. We are currently seeking a Senior Account Executive who has been successful selling advisory and/or consulting services into government organizations as well as IT vendors who serve the government market. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Government Insights business. This position will have sales responsibilities for selling the Government Insights products (subscription advisory services, multi-client studies and consulting projects) for Federal Civilian government market. The successful candidate will be able to arrange meetings make presentations on the product offerings to CIOs and line of business executives, and configure the Government Insights offerings to client needs. The individual must be knowledgeable about IT issues and the full life cycle of technology decision processes for the government, have relationships with government official responsible for technology decisions and IT vendors serving the government market, and be able to establish and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Director, Health Industry Insights (HII)

IDC Health Industry Insights is seeking a Director to develop and manage research and custom research projects for the Payor segment of the Healthcare industry. The Health Payor Director will engage with executives at Health Plan and Health Insurance companies and IT vendors to identify opportunities for subscription-based research, custom research and related consulting. The health payor research agenda will initially focus on key emerging topics as well as more mature areas that are not currently being met adequately in the market. Custom research projects may include multi-client studies, IT benchmarking, business and IT alignment assessment, ROI analysis, market opportunity assessment and IT vendor selection. The director will work closely with the analysts in Health Industry Insights and with sales personnel. The Health Payor Director will be expected to develop and manage long-term research and consulting relationships with clients, including up-selling, cross-selling, repeat consulting engagements and contribute to strategy and operations of overall IDC Health Industry Insights business. The individual must have strong research development, writing and deliverable creation skills, project management experience, business development skills, as well as strong communication and presentation skills. Responsibilities and Clients: The individual will be required to plan and execute a compelling research agenda, deliver quality projects, provide high levels of customer interaction, and be able to grow the payor practice. The director will have P&L and management responsibility for the Payor segment of the Healthcare Insights business. The director will also serve as a main point of contact with the sales force for lead development and proposal writing for the payor segment, as well as coordinate with the health delivery and vendor teams. The individual will need to have strong client-facing skills and a keen business sense to identify and write proposals in a way that meets clients' needs. The individual will also be responsible for ensuring that the research agenda and consulting engagements are delivered on time, cost effectively, and with a high degree of quality. The director will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the research agenda and related consulting projects. Skills and Experience: The desired individual will have an undergraduate degree with 7+ years' working experience in the Healthcare industry, particularly within complex, IT savvy health plan/insurance companies. Experience in a healthcare market advisory and/or consulting firm is preferred. Additionally, the following skills and attributes are desired: Strong business development and management skills; Familiarity with qualitative and quantitative research methodologies and market modeling; Ability to think both strategically and tactically when appropriate; Strong project management skills with a constant eye on detail; Ability to provide actionable advice to executive level management; Strong writing skills including previous externally published work; Strong collaboration skills; Strong presentation skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving; Strong Word, Excel and PowerPoint skills. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Specialist, CM and Telecom Research (IDC)

IDC's Clients & Mobility, Consumer, and Telecommunications groups are seeking an energetic individual with a "can do" attitude to join the marketing programs team to manage marketing programs for IDC's worldwide research. This position affords an excellent opportunity to manage many aspects of marketing communications within the context of these varied research programs. Activities performed in the Marketing Specialist role include overseeing all the promotional writing for the group including: press releases, promotional writing for email campaigns, Web and newsletter content, list management, tracking marketing metrics, coordinating breakfast briefings at major trade events, and collateral creation. Analyst and Sales support for the group is also required. Exceptional written and communication skills are needed, as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts, IDC's sales force and outside freelance designers. The candidate must be an independent self-starter who is organized, creative, and capable of working on several different projects simultaneously. This individual must have good people skills and the ability to motivate others. 2-4 years of marketing experience including promotional writing, creative visualization and marketing communications is desired, and a B.A. degree is required. Familiarity with Microsoft Office products is essential, graphic design skills preferred. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Tracker Analyst, Enterprise Networks (IDC)

IDC's Enterprise Research Group is seeking a Sr. Research Analyst to cover trends in enterprise communication infrastructures. The Enterprise Networking Program is widely respected for research into emerging markets like wireless LAN and IP telephony as well as ethernet switching and routing. We are seeking an analyst to manage and deliver our quarterly market tracker products. This analyst will be responsible for gathering qualitative and quantitative information from vendors and analysts, and then developing and maintaining market, company, and industry models and databases in logical and forward thinking manner. The Sr. Tracker Analyst will be responsible for collecting and publishing quarterly global and US network equipment shipment data, as well as working with regional IDC offices on data integration each quarter. In addition, the analyst will produce quarterly write-ups on the data and create vendor profiles. Key responsibilities include working with IDC analysts around the world, maintaining and developing databases and data models for use by clients and analysts. This analyst will be responsible for responding to inquiries and developing relationships with numerous IDC clients including industry vendors, financial analysts on Wall Street, enterprise network managers, and the press. We are seeking candidates with strong data base and process skills, technical understanding of database interfaces, and experience with Microsoft Excel including the ability to work with pivot tables and perform basic modelling and macro writing. Professional experience in academic research, market research, marketing or a related area is required. A bachelor's degree is required as well as experience with databases, surveys, and public speaking. The role is based in IDC's Framingham, MA office with limited travel to start. Relocation is not provided for this role. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Specialist (MAC)

Macworld has an amazing opportunity for a Marketing Specialist! Reporting to the Marketing Manager, this position will support the marketing, PR, and promotions efforts for Mac Publishing's print magazine, online properties, and our expanding events portfolio. The Marketing Specialist will be responsible for managing successful implementation of various marketing programs and keeping our brands top of mind. Primary responsibilities will include supporting the sales effort with internal tools and sales collateral, writing copy, managing various ongoing promotions, and will assist with marketing programs for our advertisers, including lead generation and market research. Ideal candidate will have minimum of 2 years managing marketing projects or marketing/sales experience at an advertising agency or a media company; excellent communication, customer service and business writing skills; experience in marketing/sales collateral design and development required. Solid computer skills - Macintosh knowledge strongly preferred – including PowerPoint, Excel, Quark, Photoshop, Illustrator and HTML. Must have a basic understanding of media sales, especially online media. ***Location: San Francisco, CA***
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Client Services Manager (NWI)

We are looking for a highly organized and energetic, team-oriented, customer-focused individual to join our Client Services group part-time as half of a dynamic job share team, working 21 hours/week. This individual will implement and execute integrated media campaigns for our print and online sales teams. In addition to implementation and execution, other responsibilities include analysis and reporting on media and messaging, managing deliverables and fine-tuning processes. Candidates' skill set will include: excellent communication (verbal and written), strong process and project management, effective team leadership, and multi-tasking. The ideal candidate will have 5-7 years of Marketing and Sales experience, preferably in the Interactive media space. BS is required. Agency experience is a plus. ***Location: Southborough, MA***

Contact: E. Cormier, Fax: 508-460-6454, Email: careers@nww.com

Marketing Internship (WEC)

IDG World Expo has an exciting, hands-on learning opportunity for a marketing intern in the company's Framingham, MA office. The position provides an exceptional opportunity to actively contribute to marketing campaigns for IDG World Expo's events. The position requires a commitment of 20 hours per week for a period of 10 – 12 weeks. Responsibilities will include assisting the marketing manager in fulfilling media trade relationships, writing Web copy, copywriting for marketing materials, distributing marketing collateral, producing mail merges and fulfillment, conducting Internet research on the marketplace, processing sponsor requests and fulfilling cooperative marketing programs. Knowledge of standard business software, attention to detail, copywriting, strong researching skills and enthusiasm are required. This is a paid internship. ***Location: Framingham, MA***

Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Public Relations Manager (WEC)

IDG World Expo has an exciting opportunity for a high-energy, public relations professional to join the team. Similar to the role of an internal PR agency, the Public Relations Manager will be responsible for the implementation and management of promotional efforts across all event brands as well as corporate media relations. This individual will work as part of the marketing department to generate accurate and timely promotional campaigns, develop cross-promotional strategies, manage external messaging and work with outside agencies when necessary. He/she will develop and maintain PR databases, manage the RFP process, author press releases, monitor business services, organize and manage on-site press rooms, and provide tracking, analysis and reporting of all PR efforts. He/she will also be responsible for developing and executing a comprehensive program of PR opportunities to benefit event exhibitors and sponsors. Ideal candidates will possess excellent verbal and written communication skills, the ability to juggle multiple projects and priorities, and the ability to operate autonomously. A bachelor's degree, five years of agency or corporate experience in a Hi-Tech environment and the willingness and ability to travel is required. Familiarity with the conference and event business is preferred. ***Location: Framingham, MA***

Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Coming up

For more pending IDG events, check the Events section of IDG Central.

LinuxWorld Conference & Expo
Feb. 14-17
Mexico City
http://www.linuxworldexpo.com.mx

InfoTech Forum 2006
Feb. 14-18
Milan, Italy
http://www.idc.com/italy

Directions 2006
March 2
Boston
http://www.idc.com

Computerworld Premier 100 IT Leaders Conference
March 5-7
Palm Desert, Calif.
http://www.premier100.com

Directions 2006
March 7
San Jose, CA
http://www.idc.com

CSO Perspectives
"Advancing the Strategy; Advancing the Profession"
March 19-21
Huntington Beach , CA
http://www.csoonline.com

Innovation Forum
March 28-29
Rome
http://www.idc.com/italy

LinuxWorld Conference & Expo
March 28-30
Sydney, Australia
http://www.idg.com.au

LifeSciences Conference + Expo
An IDG World Expo event
April 3-5
Boston
www.lifesciencesexpo.com

Computerworld Storage Networking World
April 3-6
San Diego, CA
www.snwusa.com

LinuxWorld Conference & Expo
April 3-6
Boston
http://www.idgworldexpo.com

IDC China, CEO & CIO magazine host China Top CIO Award program

For the fourth consecutive year, IDC China and CEO & CIO magazine co-hosted the China Top CIO Award program, which promotes the role of China's CIOs and recognizes their contributions to corporate and social achievements The invitation-only event on Jan. 14 in Beijing attracted 250 CIOs, government officials and sponsors.

IDC Chief Research Officer **John Gantz** participated in the ceremony, which is billed as the "China IT Oscars," and delivered a keynote speech entitled "Building Dynamic Enterprises: China's IT in the Global Context."

The China Top CIO Awards recognize the year's top 50 IT projects in China that successfully use IT to derive strategic value and yield returns for their firms. A nine-member selection committee, including two representatives from CEO & CIO China and four staff members from IDC China, evaluated 700 IT projects. From that group, 50 CIOs won the Excellent CIO in China award, and five individuals from the top 50 received Outstanding CIO awards.

For more information contact IDC China VP ***Wilson Wan*** *at wwan@idc.com. The program's Web site is at www.chinacioclub.com.* WU

2005 CHINA TOP CIO AWARD

L-R: ***Liu Xiangming****, publisher and editor-in-chief, China CEO & CIO;* ***D.H. Oh****, managing director, IDC North Asia;* ***John Gantz****, chief research officer, IDC;* ***Alan Hsieh****, managing director, IDC China;* ***Wilson Wan****, VP, IDC China.*

Online first

continued from page 1

print are senior IT managers at large IT companies, we think of our online readers as any IT professional in any size company," Tennant said, noting that the company's online focus is therefore much broader and more expansive. News, typically a mix of briefs and "quick-hit, just-the-facts" stories, is posted constantly throughout the day and continuously updated as necessary.

The site is organized around a regular hard news feed on the home page and a series of "channels" or technology areas such as storage, networking, security, operating systems, date management, hardware, etc., similar in concept to the company's longstanding Knowledge Centers. "Think of channels as knowledge centers on steroids," Tennant said. "They're like mini-sites unto themselves with much more comprehensive coverage of the topic and information from a much broader range of resources such as blogs and syndicated media outlets. The idea is that if it's not in the channel, it's either not happening or it's not important," Tennant said. Each channel has a dedicated editor and a dedicated reporter.

> *"Print might be the flagship. But online is the ocean."*
>
> *--Don Tennant, editor-in-chief, Computerworld*

While Tennant said that he and his staff are "absolutely convinced we're on the right track" with this new strategy, he acknowledged it is not without its challenges. The biggest challenge is ensuring that the dramatic increase in content online is achieved without sacrificing editorial quality, he said. To meet their aggressive online goals, Online General Manager **Martha Connors** and her team have come up with estimates of the amount of content required. "We're looking at two to three news stories per day from each reporter, but we can't allow ourselves to get hung up on a 'quota.' We need to strive to make those numbers without doing it such that a sub-par story is posted just to meet a number."

Another challenge, Tennant added, is ensuring a high degree of coordination between the news editors and the channel editors to avoid duplication of effort and prevent the beat reporters from feeling they are being pulled in different directions. "Fundamentally, the news editors are focused strictly on hard news, while the channel editors are all about large volumes of content, so they need the reporters to also deliver quick-hit pieces on things like product announcements that wouldn't typically make it into the news feed,"he said.

While these changes in the editorial workflow signal a strong commitment to growing Computerworld's online business, they do not represent a lessening of the company's commitment to the publication. "Our print publication is our flagship, and it's not going away," Tennant said. "Its stature is a key enabler of the growth of our online and events businesses. But gone are the days when the Web site was thought of as an extension of or adjunct to our print edition. Now, the reverse is more the case. Print might be the flagship. But online is the ocean." WU

noteworthy people

Promotions

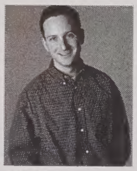
BILL RIGBY

Duffy

Computerworld Director of Marketing **Matt Duffy** has been promoted to the newly created position of VP marketing. "Computerworld's recent success across its print, online and events media platforms has been fueled in no small way by the great marketing programs developed by Matt and his team," said Computerworld President, Publisher and CEO **Matt Sweeney**. "As we look for increased growth at Computerworld in all these areas, we'll be expanding our marketing resources." Duffy will now also join the Computerworld Executive Committee. *matt_duffy@computerworld.com*

Network World Senior Human Resources Generalist **Eric Cormier** has been promoted to Human Resources manager. Eric began his IDG career in 1989 in business services at Computerworld and joined Network World as an associate HR representative in 2000, subsequently earning two promotions prior to his newest title. "Last October, Eric took on the management and oversight of our fabulous Business Services team," said **Evilee Ebb**, Network World CEO and publisher. "In his new role, Eric will be our HR department, as well as continue to manage the Business Services team. Because of Eric's longevity with IDG, he has many HR friends who are rooting for his success and can offer advice or a helping hand if things get extra wild." *ecormier@nww.com*

CIO Copy Editor **Cathy Mallen** has been promoted to senior copy editor. "Cathy was hired as a copy editor in March 2004 and immediately took over coordination of the first-of-the-month CIO issues," said Editor-in-chief **Abbie Lundberg**. "Since then she has taken full responsibility for coordinating the copyediting of both monthly issues of CIO as well as managing the special deadlines of the Trendlines section. Cathy has maintained her unwavering focus on publishing only the highest quality and readability. Her even-tempered manner and can-do attitude are appreciated by everyone she works with." *cmallen@cxo.com*


Wailgum

Tom Wailgum moves up the CIO ladder from staff writer to senior writer. "Tom joined CIO in 1996 as an editorial assistant. He started down the editor track as copy editor, associate editor and CXO's copy chief before shifting his focus to writing a couple of years ago," said Editor-in-chief Abbie Lundberg. "Few journalists make this transition as elegantly as Tom has. It quickly became apparent that he has a strong reporter's instinct for finding stuff out and making sense of it, and he has evolved a voice and writing style that is full of confidence and authority." *twailgum@cxo.com*

CIO Research Editor **Lorraine Cosgrove** is now research director. "Lorraine has done a great job directing research for CXO editorial across all three of our publications," said Editor-in-chief Abbie Lundberg. "Since she arrived here five years ago from Computerworld, she's built our research capability and developed a refined sense of how to elicit good stories through research and how to spot interesting findings in mountains of results. In recognition of her excellent skills and ability to manage multiple projects, Lorraine will now direct research for both editorial and marketing, working with Marketing Research Manager **Carolyn Johnson**." *lcosgrove@cxo.com*

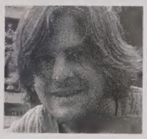
IDG WORLD UPDATE

McCracken

CXO Senior Web Developer **Sean McCracken** has been promoted to lead developer. "This promotion recognizes Sean's hard work keeping the development efforts at CXO going [in recent months] and his skill in leading and delivering development projects," said **Nancy Newkirk**, director of information services with IDG Corporate Services Group. *smccracken@cxo.com*

New employees

Previously an account manager with CMP, **Cori Tuckman** joins InfoWorld's Paramus, N.J., sales office as a national online account executive. A graduate of Arizona State University, she holds a B.A. in business and marketing. Recently engaged, she enjoys shopping, reading and dining out. *cori_tuckman@infoworld.com*


Walker

IDG World Expo has hired **John Walker** as a conference and editorial director based in San Jose, Calif. He was previously community development manager with Ground Work Open Source Solutions. A Yale University graduate with a B.A. in geology, he enjoys playing soccer in his free time. *john_walker@idg.com*

The Global Services division of IDC Framingham has hired **Bo Di Muccio** as program manager, Consulting Services; he was previously a senior manager with Deloitte. He holds a B.S. in political science from Slippery Rock (Pa.) University and an M.A. in international relations and a Ph.D. in international political economy from the University of Southern California. Away from the office he golfs, reads, cooks and spends time with his five children. *bdimuccio@idc.com*

Nitin Walia joins IDG India as regional manager/North, coming from Cyber India Online Ltd. where he was assistant bureau manager for northern India. He holds a B.S. in electronics from Maharishi Dayanand University and a post-graduate diploma in business management from Jagan Institute of Management Studies. He enjoys playing video games and chess, which he played competitively at the collegiate level. *nitin_walia@idgindia.com*

Lee

IDC Framingham has hired **Susan Lee** as a printer research analyst. She was previously a financial analysis associate at Bank of America. She holds a B.S. in material science and engineering from MIT and an M.B.A. in finance from the University of Chicago. A tennis player, she recently had her third child. *slee@idc.com*

IDG WORLD UPDATE

Seo

CXO Media has hired **Sanghee Seo** as a Web developer, a title she also held at Tufts University School of Nutrition. She earned a B.S. in computer science from Boston's Simmons College and enjoys interior design and cooking. *sseo@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Karen Weston *IDC*

23

Andreas Förth *IDG Germany*

22

Iris Clench *IDG Australia*

19

Olga Fernandez *IDG Spain*
Magdalena Zabala *IDG Spain*

18

Dan Sommer *PC World*
Ana Judith Garcia *IDG Venezuela*
Eric Ochs *IDG France*
Carole Plana-Prigent *IDG France*

17

Graham Penn *IDC Australia*

16

Jeff Oterson *PC World*
Alvaro Morenes *IDG Spain*
Györgyi Birkus *IDG Hungary*

13

Kriemhilde Klippstätter *IDG Germany*
Lech Zdanowicz *IDG Poland*

12

Sue McIntosh *IDG New Zealand*
Wim Gijse *IDG Netherlands*
Maria Freir *IDC Benelux*

11

Barbara Simon *IDG Australia*
Peter Cernik *IDG Venezuela*
Julie Boudreau *IDG*
Julie Lynch *Computerworld*
Natalie Eisner *IDC*

10

Karen Fogerty *CXO Media*
Chris Fell *IDC Australia*
Connie Kirwin *Connell Communications*
Christina Josefsson *IDG Sweden*
Oscar Garcia *IDG Spain*
Józef Muszynski *IDG Poland*
Claudia Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*
Kathleen LaPorte *IDC*

9

James McNickel *IDG New Zealand*
Elliott Kirschling *PC World*
Amy Woolford *Connell Communications*
Rafal Dudkin *IDG Germany*
Solange Fuchs *IDG France*
Jean Luc Gonzalez *IDG France*
Sandra Rogers *IDC*

8

Kathleen Powers *CXO Media*
Roon Frost *Connell Communications*
Thomas Højrup Petersen *IDG Denmark*
Arnold Diepenheim *IDG Netherlands*
Damir Omérov *IDG Sweden*
Johan Moberg *IDG Sweden*
Christian Möller *IDG Germany*
Jeff Coles *IT World Canada*
Eleanor McMillan *IT World Canada*
Lawrence Combes *IDG France*
Carole Rimoux-Garrido *IDG France*

7

Katerina Reblova *IDG Czech*
Sasse K. Roope *IDG Denmark*
Laurens Verhagen *IDG Netherlands*
Steffen Berchtold *IDG Germany*

6

Mary Wooldridge *CXO Media*
Shaw Lively *CXO Media*
Bud McLeod *PC World*
Arthur Payne *IDG Sweden*
Lisa Ljung Strömberg *IDG Sweden*
Huei-Min Lee *IDC Malaysia*
Andres Iglesias *IDC Chile*
Bruno Rossi *IDG Brazil*
Torr Lewis *IDC*
Mary Davis *IDC*
Donald Jin *IDC*
Jennifer Gallo *IDC*
Monique Gibelli *IDC*

5

Kamil Pittner *IDG Czech*
Hana Kucerova *IDG Czech*
Paul Edwards *IDC Canada*
Makie Okashiro *IDG Japan*
Toshiko Imabayashi *IDG Japan*
Fredy Haag *IDG Switzerland*
Håkan Nilssson *IDG Sweden*
Jan Hein Bakkers *IDC Benelux*
Alejandra van de Roer *IDC Benelux*
Javier Presa *IDG Spain*
Henriette von Wangenheim *IDG Germany*
Lily Jiang *IDC China*
Rozi Poor *IDG Hungary*
József Szigetvári *IDG Hungary*
Régis Desprez *IDG France*
Ann Marie Demers *IDC*
James McNamara *IDC*
Kimberly Healy *IDC*

4

Richard Gincel *InfoWorld*
David Zavadil *IDG Czech*
Nadia Cameron *IDG Australia*
Rueb Sigrun *IDG Germany*

3

Jordana Unger *IDG Australia*
Ana Paula Oliveira *IDG Brazil*
Landry Fevre *IDC Australia*
Yong Lee *IDC Korea*
Ágnes Végh *IDG Hungary*
Stephen Cooter *IDG U.K.*
John Dunn *IDG U.K.*
Melinda-Carol Ballou *IDC*

2

Darren Xiao *IDG China*
Billie Sutherland *PC World*
Kathleen McNamara *IDG Australia*
Klaus Simoni *IDG Denmark*
Casper Thomsen *IDG Denmark*
Søren Queitsch *IDG Denmark*
Leslie Rosenblood *IDC Canada*
Denis Rodrigues *IDG Brazil*
Fernanda Angelo *IDG Brazil*
James Buckley *IDG Global Solutions/EMEA*
Göran Ingman *IDG Sweden*
Sverker Brundin *IDG Sweden*
Sophia Andersson *IDG Sweden*
Fredrik Nylund *IDG Sweden*
Daniel Kottmair *IDG Germany*
Sharon Tan *IDC Malaysia*
Katherine Chan *IDC Malaysia*
Selina Lin *IDC Taiwan*
Betty Lin *IDC Taiwan*
Arkadiusz Wojda *IDG Poland*
Bartlomiej Dobielewski *IDG Poland*
Gábor Rónay *IDG Hungary*
Francesca Papapietro *IDG Italy*
Todd White *IDC*
Efrain Lopez *IDC*
Barry Rubenstein *IDC*
Jason Cunliffe *IDC*

1

Paul Brislen *IDG New Zealand*
Matthew Yang *IDG China*
Pavlina Simcakova *IDG Czech*
Aaron Carter *IDG Australia*
Sebastien Ruest *IDC Canada*
Jacquie Hendriks *IDC U.K.*
Claudio Pucci *IDG Brazil*
Torgny Södrin *IDG Sweden*
Johan Hagegård *IDG Sweden*
Martin Orrebrink *IDG Sweden*
Bernadette Jochum *IDG Germany*
Lloyd Gilbert *IDC Australia*
Sophie Lo *IDC Australia*
Katinka Woodhouse *IDC Australia*
Pao Shen Lim *IDC Malaysia*
Aniela Zielinska *IDG Poland*
Oscar Calderon *IDC Colombia*
Charles Firneno *IDC*
Joseph Barkai *IDC*
Michael Witty *IDC*
Robert Welch *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Wang Ying

Home
Beijing

Joined IDG
February 1, 1995

Career path
1995-1997, Staff Reporter of *Electronic Engineering and Product World*; 1997-2002, Editor of *Electronic Engineering and Product World*. Since 2002, Executive Chief Editor of the first section of *Electronic Engineering and Product World.*

Most challenging part of your job
How to beat the competitition and how to balance the relationship among work, family and health.

Best part of your job
Getting to know many interesting people and creating new ideas.

Family
My 8-year-old son Zhang Jiuzhou.

Of what accomplishment at work are you most proud?
I have written some good articles about topics that nobody else has covered before.

What characteristic do you wish you had that you don't have?
A more outgoing personality.

Favorite movie
"Roman Holiday."

If you won the lottery tomorrow, you would...
Buy a new house.

Favorite vacation spot
Weihai on the eastern coast of China.

IDG Chairman ***Pat McGovern*** *escorted* ***Wang Ying*** *to lunch in Beijing in honor of her decade of service to IDG.*

Your idea of a perfect day alone?
Reading books and watching DVD movies.

Retirement dreams?
Traveling first, and then writing articles while living by the sea.

Manager's profile
"Wang Ying is diligent and devoted, a good thinker and a quick learner. In 1997 she became the chief editor of the technology column of *Electronic Engineering and Product World*, serving as the first person in the industry to write such a column, and she did it so well that other publications tried to follow her style. She has risen from being an ordinary editor to being the backbone of *Electronic Engineering and Product World*. Besides planning topics every year, she helps edit various technical supplements and special issues, making the magazine more and more influential."

— *Chen Qiuna, vice president of IDG China and publisher, Electronic Engineering and Product World and Electronic Design and Application World*

Museum of Science passes

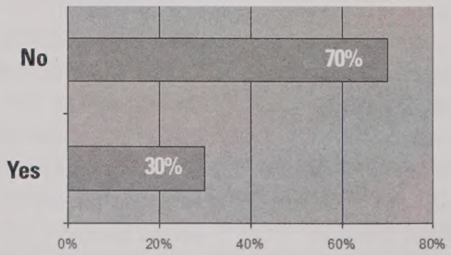
As a corporate member of the the Museum of Science in Boston, IDG has a limited number of passes available for distribution to employees. The passes are good through December 2006.

IDG employees from the Boston area or any employees who are visiting the Boston area may request passes by sending an e-mail to world_update@idg.com and providing their name and business unit address. You may request up to four passes.

Check the Local News/Boston section of IDG Central for a summary of IDG discount and pass programs.

Question of the Week for Jan. 30

Do you think Google made the right decision in offering a censored version of its search engine in China?



Log on to www.idgcentral.com to vote on this week's question: Which Olympic sport are you most interested in watching?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

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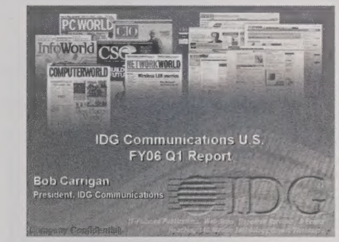
WWW.IDGCENTRAL.COM

Bob Carrigan launches quarterly webcast business updates

Presentations will focus on top-line results at IDG Communications U.S. units



IDG Communications U.S.
FY06 Q1 Report

Bob Carrigan
President, IDG Communications

Company Confidential

IDG Communications President **Bob Carrigan** has undertaken a series of quarterly webcasts designed to ensure that all employees understand the challenges and goals facing the U.S. business units under his responsibility as IDG makes the transition from a print-centric to an online-centric business model. While employees worldwide are invited to view these webcasts, they will focus on the top-line business results of the eight U.S. publishing units as well as IDG Corporate Sales, IDG World Expo, IDG Connect, IDG Research Services and IDG List Services. The webcasts will be produced at the close of each fiscal quarter and will be available for viewing on IDG Central (http://www.idgcentral.com).

Carrigan

In his first presentation, which lasts approximately 20 minutes, Carrigan notes that IDG's U.S. business units are off to a good start in FY06, with revenues up 3% over the same period last year and profits coming in 1% ahead of plan. Business units held up for special recognition for their first-quarter over-plan performance include: Computerworld, CXO Media, InfoWorld, Network World, Macworld, PC World and IDG World Expo.

Noting that the changes facing business units today are being driven by users and advertisers, Carrigan stresses the need for continued expansion and innovation in the company's online offerings. "We need to establish our sites as places where users have a deeper engagement and feel part of a community," he says. "Now is the time to do experimentation on our sites. Advertisers are willing to try new things."

Carrigan's presentation offers a look at such things as the change in revenue mix among print, online and events from FY02 through projected FY08 results and the preferred information sources of IDG's key groups of users as measured by the Intelliquest CIMS Business Study 2005.

For this first webcast, IDG Training Manager **Laurie Butson** solicited several questions from employees that Carrigan addresses at the end of the webcast. Going forward, employees may use the form provided on the webcast to submit their own questions to be answered in the next webcast.

Employees are requested not to share the confidential information presented in the webcast. WU

Need access to IDG Central?

As announced earlier, all employees with login credentials for both the IDG News Service and IDG Central should now use their News Service login/password for access to IDG Central. Employees who currently have access only to IDG Central may continue to use those login credentials. Employees who do not have access to IDG Central may use the form on the home page at http://www.idgcentral.com to request a login and password.

IDG Spain, ITWorld Canada unveil online-only titles

In this issue

IDG Entertainment collaborates with About.com *page 2*

IDC's Danielle Levitas, Mark Levitt win Peacock Awards *page 2*

One on one: IDG Poland's Kazimierz Szot *page 3*

IDG Entertainment introduces original video content *page 4*

Celebrating 10: China Computerworld's Qin Chao *page 8*

CIO España aims for broad-based business audience

Responding to recent client demand to target CIOs with Spanish-language online advertising, IDG Spain launched an online-only version of CIO on Jan. 11. By the end of January, the site, http://www.idg.es/cio, had reached 8,000 unique users and 12,000 page views. The company's goals for the next quarter are to reach 20,000 visitors monthly and have 50,000 page views.

For many years Computerworld Espana, the leading IT publication in Spain with more than 50,000 readers, has included some local CIO-related content in print and on its Web site. It will continue to do so,

continued on page 5

PC World Canada features local products, pricing

*PC World Canada Editor-in-chief **Jim Ducharme**.*

Seeking to deliver local content profitably while appealing to a technically savvy audience, ITWorld Canada launched PCWorld.ca in early December. Traffic is increasing at about 100% per week.

"PC World U.S. is already sold heavily in stores here; about 20,000 copies get shipped in," said **Nicole Filiatrault**, general manager and publisher for ITWorldCanada.com. She noted that although the brand is well known, Cana-

continued on page 5

in brief newsworthy

IDG Entertainment signs deal for co-branded site with About.com

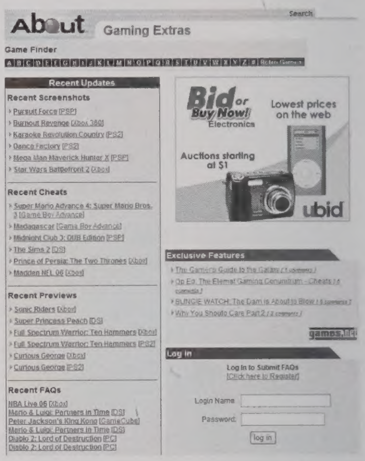
About.com, a site that provides original consumer information and advice on a wide array of subjects from cars to the Koran, is broadening its gaming offerings through a co-branded video-game content site developed in collaboration with IDG Entertainment (IDGE).

Due to launch this month, the video-game site (http://about.games.net) provides product information for every gaming title in IDGE's games database, game reviews and previews, screen-shots and cheats. IDGE Director of Online Product Development **Craig Eastman** said the site will also use IDGE's Gamerhelp.com user-submitted FAQ function — which allows users to submit their own gaming tips and tricks — "to introduce community and interactivity to the About.com experience." Content submitted by users to About's site will also be shared with Gamerhelp.

IDGE will host and maintain the site on its servers. Traffic will be driven to the site via direct links from About.com's new Games channel.

"The site hosts and is fed IDGE content — it's a kind of a combination of all our sites — but serves About.com's ads, which they will share revenue on," Eastman said. "Basically, it's About's look and feel, and we add the gaming content."

Eastman added that he could not at this point estimate how much of an increase in traffic IDGE would see. "This is more of a revenue deal than a traffic driver," he said, "although there are two branded links and four content links back to IDGE gaming sites so we're hoping to see some traffic from them."



Recent Updates

Recent Screenshots
- Pursuit Force [PSP]
- Burnout Revenge [Xbox 360]
- Karaoke Revolution Country [PS2]
- Dance Factory [PS2]
- Mega Man Maverick Hunter X [PSP]
- Star Wars Battlefront 2 [Xbox]

Recent Cheats
- Super Mario Advance 4: Super Mario Bros. 3 [Game Boy Advance]
- Madagascar [Game Boy Advance]
- Midnight Club 3: DUB Edition [PSP]
- The Sims 2 [DS]
- Prince of Persia: The Two Thrones [Xbox]
- Madden NFL 06 [Xbox]

Recent Previews
- Sonic Riders [Xbox]
- Super Princess Peach [DS]
- Full Spectrum Warrior: Ten Hammers [Xbox]
- Full Spectrum Warrior: Ten Hammers [PS2]
- Curious George [Xbox]
- Curious George [PS2]

Recent FAQs
NBA Live 06 [Xbox]
Mario & Luigi: Partners in Time [DS]
Peter Jackson's King Kong [GameCube]
Mario & Luigi: Partners in Time [DS]
Diablo 2: Lord of Destruction [PC]
Diablo 2: Lord of Destruction [PC]

Exclusive Features
- The Gamer's Guide to the Galaxy
- Op Ed: The Eternal Gaming Conundrum - Cheats
- BUNGIE WATCH: The Dam is About to Blow
- Why You Should Care Part 2

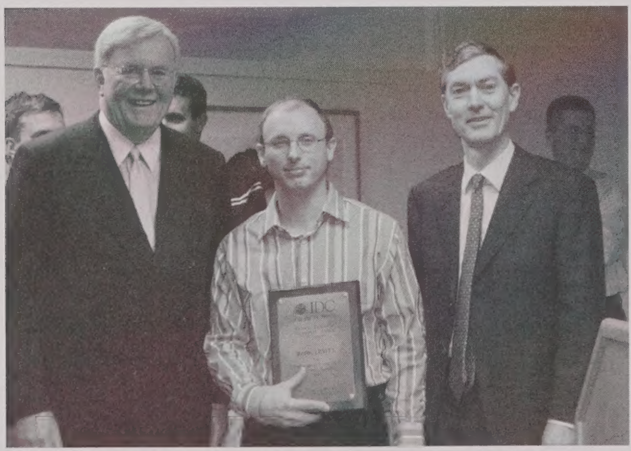
Log In
Log in to Submit FAQs
[Click here to Register]
Login Name:
Password:

For more information, contact Craig Eastman at ceastman@gamepro.com.

Danielle Levitas, Mark Levitt earn IDC Peacock Awards for 2005

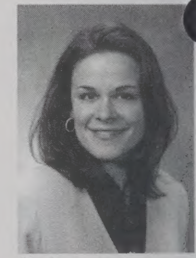
IDC employees gathered in conference rooms in Framingham, Mass., and San Mateo, Calif., on Jan. 24 to simultaneously honor the recipients of IDC's most prestigious accolade for research quality: the James Peacock Memorial Award. **Mark Levitt**, research VP, Collaborative Computing, Composite Applications and the Enterprise Workplace; and **Danielle Levitas**, program VP, Consumer & Broadband Markets, won the award for 2005.

For the first time, IDG Chairman **Pat McGovern** and IDC President & CEO **Kirk Campbell** used video teleconferencing technology for the ceremony. Dozens of IDC employees joined them in a Framingham conference room, where a TV monitor depicted a small gathering of IDC staff in San Mateo. Turning to the camera, McGovern described the origin of the award and Campbell recognized Levitas' accomplishments, and the group watched as IDC Vice President **Freeman Bradley** presented her with a plaque. Campbell then read a summary of Levitt's accomplishments, and employees on both coasts saluted the two winners with champagne and sparkling cider.



ERIN BRENNAN

*IDC Research VP **Mark Levitt** holds the award he received from **Pat McGovern** (left) and **Kirk Campbell**. IDC's vice presidents and senior vice presidents nominate employees for the award, and Campbell makes the final selection.*



Levitas

McGovern established the Peacock Awards in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employees at a U.S. office who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

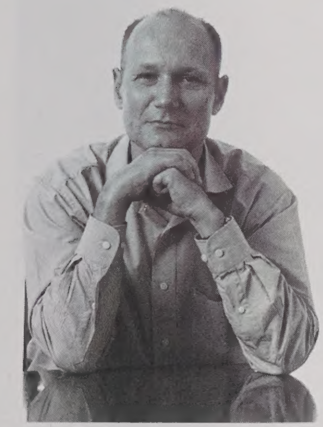
Levitt's nomination read in part: "Mark represents the best of IDC research: an acute intelligence combined with deep knowledge of his subject, outstanding speaking and writing skills, and a willingness to undertake long-range, far-seeing projects. His record on research collaboration is simply outstanding." Levitt marks 13 years with IDC in June.

Levitas joined IDC in 1995, first focusing on the Hard Disk marketplace and moving to consumer devices in 2001. An excerpt from her nomination read: "Danielle is an excellent researcher, recognized globally for her expertise. During FY05 she transitioned her research program from one to four Continuous Intelligence Services...and by providing more research value, Danielle enjoyed a high degree of customer satisfaction as exemplified by a high renewal rate and high demand for her time as well as her team's."

*For more details on the Peacock Award contact Human Resources Representative **Stephanie McCallum** at smccallum@idc.com.*

one on one the interview

Kazimierz Szot
The general manager of IDG Poland is this week's guest columnist. Reach him at kazimierz_szot@idg.com.pl.



IDG Poland at-a-glance

Established 1990

Location Warsaw

Main Web site
http://www.idg.pl

Number of employees 150

Publications
C titles: CEO, CIO, CFO, CMO and CSO
Computerworld Polska
Kino Domowe
NetWorld
PC World
In digital format only (Zinio): Macworld, Playlista

Events
Computerworld Conferences (9) (IT Leader Award Gala is the biggest)
NetWorld Technical Seminars (8)
CIO and CFO Clubs

Most recent accomplishment
Reaching 1.9 million unique visitors on idg.pl last December.

Q Please describe the Polish IT publishing and events market.

A It is easier to list areas in which we do not excel. We do not do great in channel, gaming and low-end PC books. Mostly because we are not there or we are not there anymore. We are the clear market leader in the B2B space with Computerworld and NetWorld and their conferences and technical seminars. And PC World has kept the highest readership position for more than 10 years. Its circulation is a close second at the moment, even though PCW is the most expensive book in the market. Recently we expanded our business publication portfolio which now consists of five titles: CEO, CIO, CFO, CMO and CSO. (In Poland no one else has a controlled-circulation model.) These are complemented by two Executive Clubs for CIOs and CFOs. On the entertainment front we do Kino Domowe (Home Cinema) always carrying a premier movie on the cover. Recently we decided to stop investing in paper editions of GameStar and ZOOM, which are online only for now. When we have a sponsor for either of them we will launch them as digital editions (via Zinio), which we are doing with Macworld and Playlista.

Q How is IDG Poland's event business progressing?

A With Computerworld Conferences we try to have a unique proposition. Rather than hold a straightforward 'Security Conference," we call it "Freedom or Security: Digital Fortress." It is more poetic, isn't it? (All right, we also do "Best Practices in Banking and Finance.") Mostly they are sponsor-financed, but we have a paid attendance model, too. We attract prominent keynote speakers, and attendance is anywhere from 100 to 600 people. The most crowded is our annual IT Leader Award Ceremony Gala, staged in Warsaw's National Theater in late September. NetWorld does seminars and workshops, very popular and affordable, both for vendors and users. Overall, IDG Poland's event business is growing 47% year-on-year. Events are so promising that even our online people have starting doing them with the Internet Standard "2K6 Bubble's Back Conference" produced and streamed live earlier this month.

Q How are your online efforts going?

A We are very strong in online. December figures showed 1.9M unique visitors — more than 20% of the Internet population in this country. This gives us 16th place on the sites-most-often-visited national chart. We have an umbrella/portal site, http://www.idg.pl, and several sites reflect our printed and not-printed-any-longer properties. News, downloads, and recently videos work very well for us. Our sites are extremely friendly for search crawlers. Whatever high-tech product you want to Google, the chances are that idg.pl will score No. 1 or No. 2 position on the list in Poland. Our sales team is second to none in the market.

In terms of our bandwidth, we are getting close to owning 200Mbit pipe. Transfers are still relatively slow. The good thing is many users will pay by SMS or micro-transaction for premium transfer speed. When it comes to gated content we welcome sponsors to pay us to open content otherwise restricted to paying readers. We strongly believe that there always must be someone to pick up the bill with one and only exception. This someone cannot be IDG.

Q Newsstand sales have been challenging in many markets. Is that also true in Poland, and, if so, what are you doing to boost sales?

A Yes, right now we sell on the newsstand 10,500 fewer copies of PCW compared with three years ago. It means we lost 20% out of 50,000 copies sold there. Luckily our subscription list remains fairly stable with 24,000 subs sold every year. There is little consolation in the fact that our closest competitors, both from Vogel-Burda, lost 23,000 and 39,000 copies on the newsstand, respectively. The last one is rumored to be closing down before this summer.

What do we do to counterbalance the downhill trend? Standard procedure: we create an even better product, more editorial pages, fancier and more expensive software and better movies on the covermount DVD. We stopped short from cutting the cover price. Our PCW is most expensive book on the newsstand, and we like it that way. It conveys value. But with the February issue we have added a 'diskless' version, which is half the price of a $6 DVD edition. We are thinking about launching a 'paperless' edition, too. This would be just DVD on A4 cardboard deck with a digital version of the magazine plus all software and movie stuff. The market is extremely price sensitive, and so shall we be. On the subscription front I would recommend our successful experiment with paying for subscriptions by standing order. You have a discounted sub rate, and on top of it you pay in very small monthly in-

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Coming up

LinuxWorld Conference & Expo
Feb. 14-17
Centro Banarmex
Mexico City
http://www.linuxworldexpo.com.mx

InfoTech Forum 2006
Feb. 14-18
Fiera Milano Polo Espositivo
Rho-Pero
Milan, Italy
http://www.idc.com/italy

Cambodia ICT Expo & Conference
March 1-4
PhnomPenh
Cambodia
http://www.idg.com.vn

Directions 2006
March 2
Hynes Convetion Center
Boston
http://www.idc.com

Computerworld Premier 100 IT Leaders Conference
March 5-7
JW Marriott Desert Springs Resort
Palm Desert, Calif.
http://www.premier100.com

Directions 2006
March 7
San Jose Convention Center & Cultural Facility
San Jose, Calif.
http://www.idc.com

CSO Perspectives "Advancing the Strategy; Advancing the Profession"
March 19-21
Hyatt Huntington Beach Resort
Huntington Beach, Calif.
http://www.csoonline.com

Innovation Forum
March 28-29
Sheraton Roma Hotel and Conference Center
Rome
http://www.idc.com/italy

LinuxWorld Conference and Expo
March 28-30
Sydney Convention and Exposition Centre
Sydney, Australia
http://www.linuxworldexpo.com.au

Vietnam Hi-Tech Fair
March 30-April 2
Hai Phong, Vietnam
http://www.idg.com.vn

IDGE offers original video content on games.net

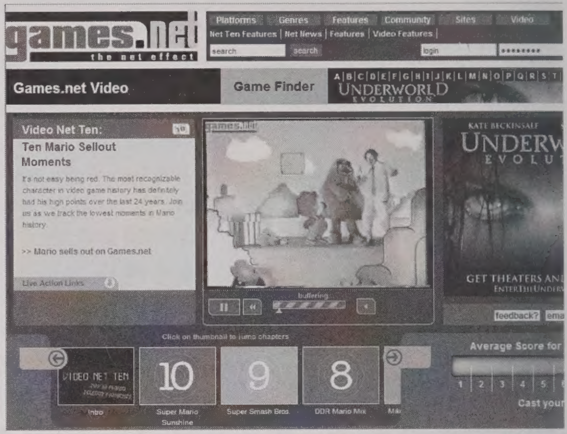
Into a games market crowded with gaming footage, video reviews and anchorperson-type programming, IDG Entertainment (IDGE) this month launched Video Features, its own take on games and the current gaming market.

Available at http://www.games.net/features/index_video.cfm, IDGE's lineup of original video content is geared specifically for gamers. "We're taking original editorial and video game footage and packaging them into unique programming. It's video content that captures the energy and humor of video games and provides exclusive glimpses behind the scenes," said **Craig Eastman**, IDGE director of online product development.

Games.net uses Macromedia's Flash player to present the videos, as well as clients' advertising. About three minutes in length, there are currently four types of features:

- Attack of the Factoids inserts witty, sarcastic trivia and insight into video game footage using thought bubbles, most recently lampooning the game version of the recent "King Kong" movie.
- Hi-Fives offers five representative moments from new games.
- Video Net Ten is a Top 10 list on a gaming topic, such as "10 Mario Sellout Moments."
- Behind the Screens is a documentary-style look at what happens behind the scenes of games. In one, Associate Online Content Producer **Chris Morell** talks with New York Yankees shortstop Derek Jeter during a motion-capture session for "MLB2K6," about Jeter's batting mechanics and the video games he plays.

There are currently 12 videos on the site, and IDGE will add six to 10 more every month, based largely on which games are getting the most traffic on IDGE's gaming sites. Eastman said all of the video content is produced internally, a process that takes a Web producer two or three days, depending on how easily obtainable the gaming footage is. Viewers can give feedback by rating the videos on a scale of 1 to 10.



It's not easy being red. The most recognizable character in video game history has definitely had his high points over the last 24 years. Join us as we track the lowest moments in Mario history.

IDG Entertainment's new series of in-house-produced, games-focused videos are currently attracting 2,000 hits per day, a number the company expects to reach 50,000 per month.

In development for half a year, Eastman said IDGE President **Dan Orum** was "a big part" of the original conceptualization process. "We then hired **Wendy Chan** as video content producer and gathered the entire IDGE editorial staff to pool their creativity."

Although the videos are new to the Games.net site, they are already receiving roughly 2,000 hits per day, a number Eastman said he expects to reach 50,000 hits per month. IDGE's competitors have nothing like this, he continued. "We think we've created something that's unique, interactive, entertaining and flexible. If one show or concept doesn't work, we just try another one that does. The users will tell us which ones they like or not."

For more information contact Craig Eastman at ceastman@gamepro.com. WU

IDG Spain's GameProTV.com nears 200,000 unique visitors per month

IDG Spain's GameProTV.com, the country's only site that features video reviews of games, is on the cusp of reaching 200,000 unique users per month, which IDG Spain Managing Director **Paco Zabala** said he believes to be a record in the Spanish online games market.

Launched last March, the site consists of short (one- to two-minute) on-demand videos that include demonstrations of games for six gaming consoles as well as games for mobile phones.

Now that traffic has reached a critical mass, IDG Spain's sales team is confident it can secure advertising for the site. The goal is to incorporate 20-second video ads, similar to regular TV ads, in addition to banner ads, skyscrapers and other traditional online ad formats.

*Contact Web Manager **Manuel Pastor** at mpastor@idg.es. Go to the World Update section of IDG Central for a profile of GameProTV.com in the May 25, 2005 issue.* WU

February 13, 2006

Research Director, Government Insights (GI)
Government Insights, an IDC company, is responsible for conducting market research and developing research-base advisory and consulting services for the government market and the technology vendors addressing the public sector industry. We are currently seeking a Research Director to manage and coordinate the development of a new research practice focused on improving technology decision management throughout the government markets. Government Insights is seeking leadership for the development of research programs for technology strategy and governance, complex program management, risk management for large scale solutions, and innovations in government acquisitions. The Research Director will be responsible for coordinating the research agenda with other Government Insight analysts as well as other analysts throughout IDC. The individual must have strong project management experience as well strong writing and presentation skills. The Research Director will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the government and government vendor buyers. The individual will oversee a number of newly launched research programs as well as several established research programs. In overseeing these programs, the Research Director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the individual to have strong project management skills. As there are a number of new products, the director will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by a multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The Research Director will need to demonstrate experience in running research program operations and teams. The successful candidate will have an undergraduate degree with 8-10 years working experience in leading research teams and significant experience in technology decision management within the government market. Successful candidates will have strong analytical skills, as well as an outstanding oral, written and presentation skills. Additionally, the following skills and attributes are desired: Ability to design and implement new processes; Strong project management skills with a constant eye on detail; Ability to provide actionable advice to executive level management; Strong collaboration skills; Strong modeling skills; Strong business development skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving. A bachelor's degree is required and an MBA is preferred. This position is based in the Washington DC/Northern Virginia area. ***Location: McLean, VA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Government Insights (GI)
Government Insights, an IDC company, is responsible for conducting market research and developing research-base advisory and consulting services for the government market and the technology vendors addressing the public sector industry. We are currently seeking senior analyst to conduct primary research that addresses the processes utilized by government officials for the selection, management, and evaluations of technology to perform the missions and mandates of government organizations. The senior analyst will be responsible for the development and maintenance of a benchmarking database and will be required to work closely with all analysts in Government Insights to develop quantitative-based research. The individual will be required to conduct primary research with various levels of government organization and technology officials, and technology vendors serving the government. Topics will include technology policy, strategy and governance, program management, risk management, and acquisition innovations. The senior analyst will develop and field surveys to identify best practices, relevant case studies, and evolving trends for government technology decision management at both the enterprise level and specific to lines of businesses. The desired individual will have an undergraduate degree with 5+ years working experience, preferably in the government industry. Additionally, the following skills and attributes are desired: Strong quantitative skills (experience developing forecasts and working with primary research); Development and maintenance of databases; Creation and fielding of surveys; Strong interviewing skills, especially with top IT management; Strong project management skills; Strong vendor management skills; Solid analysis and writing skills; Strong collaboration skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving. A bachelor's degree is required and an MBA is preferred. This position is based in the Washington DC/Northern Virginia area. ***Location: McLean, VA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Consulting Manager, Government Insights (GI)

Government Insights, an IDC company, is responsible for conducting market research and developing research-base advisory and consulting services for the government market and the technology vendors addressing the public sector industry. We are currently seeking a Consulting Manager/Director to develop and drive the Government Insights consulting practice. The Manager/Director, Consultancy will be a strategic member in building the Consulting Team and will be chartered with achieving bookings and revenue targets for Government Insights. The individual will identify prospects, develop relationships, determine requirements, formulate presentations and close business. The individual will manage project costs, deliverables and ensure client satisfaction. The Manager/Director, Consultancy will work both as an individual contributor and also in collaboration with Government Insights leadership, IDC consultants and research analysts. Clients will include federal, state and local governments, as well as, leading technology vendors. The Consulting Manager/Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of the overall Government Insights Consulting business, including the development of new practice areas. This individual will also be expected to periodically engage in research and publication projects with the Government Insights analyst team. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated success in creating positive change in the government's usage of technology and technology decision management processes. The ideal candidate will have 8+ years of consulting and business development experience within the government market. Experience and understanding of the selling of advisory and research services is critical. Key criteria include client development, strategic impact and solution creation with senior level executives, project management and execution, analysis and writing abilities along with strong public presentation and communication skills. Candidates must be entrepreneurial, decisive, results oriented and self-reliant. Knowledge of complex technology program and risk management, government acquisitions, and enterprise level technology portfolio management is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. A bachelor's degree is required and an MBA is preferred. This position is based in the Washington DC/Northern Virginia area.

Location: McLean, VA

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Graphic Designer (CWI)

Computerworld is seeking a full-time Graphic Designer to join its fast-paced news design team. The Graphic Designer will be responsible for designing informational graphics and page layouts on a weekly schedule for our news and feature sections. Requirements include excellent typography skills and the ability to translate technology-related information into effective visuals. Successful candidates should enjoy being part of and working productively within a team of designers and editors and will possess a sincere desire to learn. Some experience with assigning photography and illustration is helpful but not necessary. Candidates should have a BFA and 5-7 years of design experience. An in-depth knowledge of either Quark XPress or InDesign is a must, along with a good working knowledge of PhotoShop and Illustrator. Please email your well-designed resume in PDF format.

Location: Framingham, MA

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Senior Compensation/Project Specialist (IDC)

IDC is looking for a high energy HR professional with 6-8 years of HR generalist experience with at least 3-5 of those years in a compensation specialty. This individual contributor role requires an extremely detail oriented person with the ability to organize multiple priorities and projects at the same time. In this role, you will manage the IDC annual compensation planning process, the quarterly promotion cycles, participation in the compensation surveys and analysis of results, as well as the design and implementation of incentive plans for various employee groups throughout the organization. You will also work and consult with other HR professionals on compensation related issues, and train new managers on IDC's compensation programs. This role will also be the project lead on company wide projects like the annual Employee Opinion Survey, quarterly coordination of headcount and turnover metrics data for US and International offices, collection and creation of job metrics for career profiles, lead on the independent contractor assessment process and various HR strategy initiatives. Periodically this role will provide HR generalist coverage and assist with recruiting. To qualify you must have strong analytical and problem solving skills, written, verbal and presentation skills as well as extensive experience with Peoplesoft, Excel and PowerPoint. This ideal individual for this role must be flexible and able to work in an unstructured environment. Superior customer service skills and the ability to work with all levels in the organization are also very important. This role requires the ability to work 9-5:30 p.m. in the IDC headquarters office located in Framingham, MA.

Location: Framingham, MA

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Associate Editor (MAC)

Macworld magazine seeks an Associate Editor in the Reviews department with excellent editing and communication skills, the ability to work under tight deadline pressure, and a natural talent for keeping track of details. This position will work with various departments, freelancers and vendors. The Associate Editor will assist the Senior Reviews editor in scheduling reviews for timeliness and requesting products through vendor contacts; assign reviews to writers; edit reviews and communicate with writers to ensure fairness and accuracy; see reviews through the online publication process and assist the Senior Reviews Editor in preparing those published online reviews for the print magazine. This position will become an expert in one or two Mac product areas, and occasionally meet with vendors in that product area. Ideal candidate will have a minimum of two years experience working in the media (online or print), knowledge of the Mac product market, hands-on editing style and be very detail oriented. ***Location: San Francisco, CA***

Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Event Planner (NWI)

Network World's Seminar and Events team is seeking an experienced Event Planner. We are looking for a creative professional with 5+ years proven experience planning meetings and managing multiple projects, including seminars, trade shows and executive conferences. Responsibilities include site selection, contract negotiation, food and beverage management, registration, event logistics, budgeting, and onsite management. Minimum requirements include Bachelor's degree or equivalent work experience and 5+ years experience planning meetings and events. Certified Meeting Planner (CMP) certification is preferred. Qualified individuals must possess multi-tasking capabilities, be detail-oriented, have strong organizational, project management, customer relations and critical thinking skills. The ideal candidate will have strong existing relationships and continue to increase knowledge regarding industry trends, new technologies and fresh ideas to enhance the meetings and events at Network World. Travel is required, approximately 30%, including occasional weekends.

Location: Southborough, MA

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Web Application Developer (NWI)

The person selected for this position will develop new components and support our online Content Management System (CMS). This system manages and builds many parts of our online content including our premier web site www.networkworld.com, the online companion to our weekly publication. The candidate will undertake both quality assurance and testing of new and existing J2EE web applications. These web applications support transactional, ecommerce, and interactive portions of our web presence. The candidate will also do custom development and maintenance of our client partner sites. This individual will be responsible for the external ad calls embedded in our online content and development of new website advertising formats. Candidate will gain increasing responsibility in all aspects of maintenance, design, and development of Network World's web applications.

Location: Southborough, MA

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Senior Systems and Network Administrator (PCW)

The Senior Systems and Network Administrator is responsible for hands-on, 24/7 operations and systems for the PC World and Macworld families of web sites. Candidates should have experience creating, maintaining, and monitoring networks and systems for optimum speed and reliability. Other requirements include administration experience with Linux/Unix/Solaris and Apache, and networking experience including TCP/IP, DNS, FTP, Cisco IOS, Firewall (Pix), and load balancers (F5BigIP, LocalDirector, Netscaler). The ideal candidate will have a minimum of 5+ years of previous systems administration experience, including 2+ years experience in a web hosting environment. He/she will be expected to provide his/her own transportation to our offsite hosting facility and be available to share 24/7 on-call responsibilities to maintain site uptime. Definite pluses include a working knowledge of Perl, UNIX shell scripts, SAN/NAS, Win2k Server, IIS, Tomcat, Oracle, & SQL.

Location: San Francisco, CA

Contact: K. Coldwell, Email: jobopps@idg.com

PC World Canada

continued from page 1

dians still want to read about local companies and initiatives. One recent example of localized content on PCWorld.ca was a series of features on the use of technology in Canada's national elections.

TECHNOLOGY ADVICE YOU CAN TRUST
PC WORLD.ca

"When you combine [the proximity to the U.S. factor] with our relatively small population spread over a large territory, it's difficult to sustain a profitable print vehicle for a Canadian PC audience," she said. "Online, of course, doesn't carry the print and distribution costs associated with print. For technology aficionados, online is attractive and enables many information access possibilities that print doesn't, such as comparison shopping and comparative product reviews that users can tailor to their interests. Combining Canadian product availability and pricing with universally applicable information makes for a pretty powerful site that can also be profitable."

PCWorld.ca's Product Finder has a database of more than 30,000 products and is powered by PriceGrabber.ca. PC World Canada's in-house team supplements that information with product reviews and the latest news and view on technology in Canada and worldwide.

Some of the successful promotional efforts for the site include the following:

- Prior to the Dec. 5 launch, a contest drove visitors to the site to register for an announcement of the Editor's Top 5 Tech Picks for the holiday season. The promotion was done via ITWorld's other titles and Web sites as well as through radio ads, online ads on portals, and in local and national newspapers. The contest also provided the opportunity to capture opt-ins for newsletters.
- PCWorld.ca Editor **Jim Ducharme** filed live daily video reports to the site from January's Consumer Electronics Show in Las Vegas, which garnered "a lot of positive attention," Filiatrault said.
- Ducharme has appeared twice on CBC national radio call-in shows during which listeners asked him questions about how to select and use a broad variety of tech products.

Ducharme said the new property's challenge is also its mandate: "to provide the Canadian perspective on issues that concern savvy consumers in our country. Along with this comes the same challenge any PC World site faces; to provide timely and informative content while keeping the reader entertained."

Contact Nicole Filiatrault at nfiliatrault@itworldcanada.com or Jim Ducharme at jducharme@itworldcanada.com.

The PCW Canada team

PC World Canada's staff consists of a five-person design and development team that is shared across the company's other Web properties, an editor and a content producer, a business manager and dedicated sales rep, and shared operations and ad management resources.

CIO Spain

continued from page 1

as Computerworld and CIO have different target audiences, with Computerworld España addressing CIOs more from a technology, rather than a business, perspective.

CIO España's content will be updated daily. The site has four main sections focused on management, the economy, security and technology. Twenty percent of the content is local.

According to Web Manager **Manuel Pastor**, there are no Spanish-language competitors in the CIO online space anywhere in the world. Pastor said that while Computerworld España has a strong focus on the local IT market, the CIO site will have an "international flavor," with a broader focus on issues relevant to the entire Spanish-speaking CIO community.

"There is a huge number of Spanish speakers around the world," Pastor said. "There are a few core issues and topics for CIOs that are international, so we may get visitors not only from Spain, but also from South America. IDG Spain has enjoyed a very strong and long-lasting reputation in Latin America."

Contact Manuel Pastor at mpastor@idg.es.

J.C.DAGANZO

*CIO España's team includes (standing, l-r): Sales Manager **Miguel Palomero**, Programmer **Francisco Nuñez**. (Seated, l-r): Web Manager **Manuel Pastor** and Programmer **Alfredo Illanas**.*

News and story ideas wanted

Been a while since your business unit or department got some ink in IDG World Update? Tell us what's going on! IDG employees are welcome to submit ideas for news and feature stories. Click on the "submit your news" button on the home page of IDG Central (http://www.idgcentral.com) or send an e-mail to world_update@idg.com.

noteworthy people

Promotions

Tanaka

IDG WORLD UPDATE

PC World Senior Marketing Communications Specialist **Heidi Tanaka** has been promoted to marketing manager. "Heidi joined PC World in September 2002 and has become an invaluable member of the PC World team," said **Sandy Wong**, senior director, Marketing. "She's done a fantastic job working on both marketing and public relations projects. She handles everything from managing our PR efforts to coordinating every last detail of [our participation in the Computer Electronics Show]. Her position requires her to work on all facets of marketing, including writing promotional material, and working with just about every department at PC World, as well as establishing and growing relationships with vendors and clients alike. She's someone you can count on, and does everything with a style all her own." *heidi_tanaka@pcworld.com*

Sacco

IDG WORLD UPDATE

CIO Editorial Assistant **Al Sacco** has been promoted to Web news writer. "Al's fabulous, dedicated, eager and willing — what more could one ask for?" said **Janice Brand**, CIO Web executive editor and producer. "Al will be doing double-duty for the next month writing the CIO news first thing in the morning and attending to his current duties, too." *asacco@cxo.com*

New employees

Saeung

Jeffrey Saeung is IDC's new country manager for Thailand. Raised in Thailand and the U.S., he was most recently regional sales and marketing director director, Asia/Pacific with Lucent Technologies' Professional Services division. He holds an M.S. in electrical engineering and computer science from Northwestern University in Chicago and an M.B.A. from Sasin, a joint academic endeavor of the Kellogg, Wharton business schools in the U.S. and Thailand's Chulalongkorn University. *jsaeung@idc.com*

Previously an independent system analysis and development contractor, **Phil Hirons** joins IDC Framingham as an applications developer. A Microsoft Certified Solution Developer, he is also a captain in the U.S. Air Force Auxiliary, in charge of the cadet program for the Rhode Island Wing and qualified to lead ground search and rescue teams for missing persons or aircraft. He and his wife are expecting their second child in March. *phirons@idc.com*

Previously a copy editor with TechTarget, **Donna Sussman** now holds the same title with Computerworld. A graduate of Boston's Northeastern University, she earned a B.S. in journalism. An avid reader, she belongs to a book club and a mystery writers' group. *donna_sussman@computerworld.com*

Karen Blackmore joins IDC's Energy Insights group as program director, Retail Strategies. She was previously in charge of the IT organization at PNMR, the largest investor-owned utility in New Mexico. She holds a B.A. and an M.B.A. from the College of Santa Fe (New Mexico). Her interests include skiing, running, snowboarding, biking, hiking and cooking. On weekends she teaches skiing to people with disabilities through the Adaptive Ski Program; her specialty is visually impaired. *kblackmore@energy-insights.com*

Caron

Patty Caron is IDG World Expo's new VP of conference brands; she was was previously VP of conferences with TechTarget. She holds a B.A. in marketing. Away from the office she enjoys spending time with her husband and sons, especially on the beaches of Cape Cod, Florida and Bermuda. *patty_caron@idg.com*

Previously a senior analyst with the Yankee Group, **Judah Phillips** joins CXO Media as an audience development manager. He has a B.A. in English and communications from the University of Massachusetts/Amherst and an M.S. in finance and an M.B.A. from Boston's Northeastern University. He enjoys exercise, cycling, fishing and recently purchased his first investment property. *jphillips@cxo.com*

Dexter Siglin is the new VP, sales for the CIO Executive Council. He was previously national sales director for Palm and holds a degree in business administration from Elmira (N.Y.) College. In his free time he enjoys hiking and both snow and water skiing. *dsiglin@cxo.com*

Previously a commercial marketing manager with VNU Global Media in London, **Lisa Glover** joins IDG Global Solutions as associate director, Lead Generation. She holds a diploma in direct marketing from London's Institute of Direct Marketing and enjoys ice skating, skiing and running. This year she raised more than £2,500 for various charities by completing the London Marathon, which she ran in four hours and 25 minutes. *lisa_glover@idg.com*

Brennecke

PETER SHORT

Will Brennecke joins IDC Framingham's Vertical Markets group as a research analyst. He was previously a project analyst with State Street Corp. and holds a B.S. in computer science from Tufts University in Medford, Mass. *wbrennecke@idc.com*

Blin

PETER SHORT

Wireless Services Research Analyst **Julien Blin** comes to IDC Framingham from Maravedis, Inc. where he was a wireless analyst for BWA/WiMAX in several countries. He holds a B.S. in business administration from the Institut d'Administration des Entreprises de Nancy in France and was also an exchange student at the Copenhagen Business School. He enjoys tennis, soccer, basketball, movies and cooking. *jblin@idc.com*

Davis

PETER SHORT

Matt Davis is IDC Framingham's new Consumer Multiplay director. He was previously director of the Yankee Group's Broadband Access Technologies and holds a B.A. in English from St. Francis Xavier University in Antigonish, Nova Scotia. *medavis@idc.com*

New at IDG India is Circulation Manager/North **Jai Prakash Singh**, coming from Jasubhai Digital Media Pvt Ltd where he held a similar title. He holds a B.A. from Banaras Hindu University and enjoys practicing meditation. *jp_singh@idgindia.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Richard Priante *Network World*

22
Wes Nihei *IDG Entertainment*

20
Deb Goldstein *IDG List Services*
Susan Collins *Network World*

19
Paul Mercer *Network World*
Penny Stevens *IDG*
Nina Mattsoff *IDG Sweden*

18
Laura Brady *IDG*

16
Cheryl Asselin *CXO Media*
Monica Capuzzi *IDG Italy*

14
Jacqueline DiBianca *Network World*

13
Bob Carrigan *IDG Communications*
Colin Crawford *IDG*
Kevin Normandeau *Network World*
Elana Varon *CXO Media*

12
Jennifer Koppy *IDC*

11
Julie Boudreau *IDG*
Gina Rowles *IDG Global Solutions U.K.*
Karin Myrén *IDG Sweden*

9
Patricia Josefek *Network World*
James Niccolai *IDG News Service*
Dennis Byron *IDC*
Jerry van Ommeren *IDC Benelux*

8
Kathryn Zinn *Network World*
Peter Bradley *IDG Global Solutions U.K.*

7
Stephanie McLoughlin *InfoWorld*
Henrik Bendix Pedersen *IDG Denmark*
Karim Bahloul *IDC France*
Carina Mineur *IDG Sweden*
Joerg Breit *IDG Germany*

6
Brad Nickerson *IDG*
Deb Diodati *IDG World Expo*
John Humphreys *IDC*
David Reinsel *IDC*
Tom Yager *InfoWorld*
Andreas Hedberg *IDG Sweden*
Emerson Gibin *IDC Brazil*

5
Ney Kruel *PC World Latin America*
Ryo Okawa *IDG Japan*
Toshiko Imabayashi *IDG Japan*
Klara Grivans *IDG Sweden*
Susanne Borggren *IDG Sweden*
Encarnacio Gonzalez *IDG Spain*

4
Neal Silverman *Network World*
Roberta Mellish *Bio-IT World*

3
Anne Stevenson *IDC*
Daniel Boehmke *IDC*
Michael Keller *IDG Switzerland*
Fabrice Alessi *IDG France*

2
Linda Leung *Network World*
Edward Kozaryn *IDG*
Jessica Camerato *IDG World Expo*
Masamichi Ishihara *IDG Japan*
Joan Jolley *IDC*
Alan Hsieh *IDC China*
Judy Campbell *Connell Communications*
Søren Queitsch *IDG Denmark*
Luiz Carlos Faloppa *IDG Brazil*
Christian Helmiss *IDG Germany*
Aurélie Chandeze *IDG France*

1
Cedric Fellows *Network World*
Mindy Droogan *IDG List Services*
Holly Brown *IDC*
John Kinsey *IDC*
Michael Snider *IDC*
Richard Murphy *IDC*
Amy Catalogna *IDC*
Conrad Chang *IDC Australia*
Christina Yuen *IDC Hong Kong*
Karen Paguia *IDC Philippines*
Joanne Koh *IDC Singapore*
Wayne Patterson *IDG Australia*
Rob Rubino *Connell Communications*
Brian Eaton *IT World Canada*
Vincent Delfau *IDG France*
Bruno Ferreira *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

stallments. So far we have offered it only over the Internet and gotten close to 1,000 new subs. Of course, your fulfillment group has to cope with the payment in monthly installments. And there is one PCW sub offer that's even better. It is a free half-year PCW subscription should you be kind enough to open an Internet bank account with our partner bank.

Q Does IDG Poland ever seek partnership deals with other publishers?

A We started cover-mounting CD-ROMs in 1995. We realized a couple of years later that the economies of scale that women's magazine publishers enjoy make their products perfect gadget carriers. We thought to ourselves, "Somebody is going to cover mount movies in VCD or DVD format to those magazines, and we are the only ones with the concept and the in-house expertise to do it." So for some time we were sublicensing movies or producing ready-made romantic comedy cover mounts for Bauer, Edipresse and G+J in our country. But all this was quite a long time ago. Then we launched our Kino Domowe title and from the very start became the No. 2 DVD movie distributor in the whole country, second only to Warner Bros. To this day, Warner will put a sticker on its DVD sold in Poland saying *'You will never find this movie on the cover of a magazine'*. Unfortunately, this business model was not sustainable. Women's magazine marketing departments and film distributors needed less and less of our help. Nevertheless, this coming spring "Crash," "Showgirls" and "Crime Story" will be published by Focus and Claudia on sublicense from IDG Poland.

O.K., that was a melodramatic story. This one is more science-fiction. Last year we signed a deal with Agora, the publisher of the biggest Polish daily and several magazines. Combined with their http://www.gazeta.pl we can offer close to 50% of the country's Internet population of roughly 10 million. So we formed a consortium. We sell combined-reach campaigns, and we share revenue. This sharing is so smart that it is nearly a science and so hard to believe it is actually happening that it is almost fictional. WU

celebrating 10!

Name
Qin Chao

Home
Beijing

Joined IDG
October 1, 1994

Career path since joining IDG
September 1994-March 1997, Advertising Editor, *PC World China*; April 1997-2000, Director of Planning Department, China Computerworld Publishing and Servicing Co. (CCW Co.); 2000-present, Deputy Director, Director of Presidents' Office, and Assistant President of CCW Co.

Current responsibilities
I am in charge of administration, PR, development and brand planning at CCW Co.

Best way someone could compliment you on your work?
Say that I am thoughtful, creative and have good taste.

Of what accomplishment at work are you most proud?
I once planned and organized some brand promotion activities which won high praise from both my colleagues and clients.

What talent do you wish you had that you don't have?
Better management ability, public speaking ability like a leader, fluent English speaking skills.

Interests outside the office
Traveling, music, reading, painting.

Family
My husband and my 4-year-old daughter Li Yingke.

Favorite movie
"Four Weddings and a Funeral."

*IDG Chairman **Pat McGovern** hosted China Computerworld's **Qin Chao** at a lunch in honor of her decade of service to the company.*

Favorite vacation spot
Northern Europe.

Your idea of a perfect day alone?
Reading and painting under the sun.

Manager's profile
"Qin Chao is experienced in coordinating different departments and marketing activities, giving great support to all business departments. In addition, she had made great contributions toward promoting and publicizing the brand of CCW in China."

— *Liu Jiuru, President of China Computerworld Publishing and Servicing Co.*

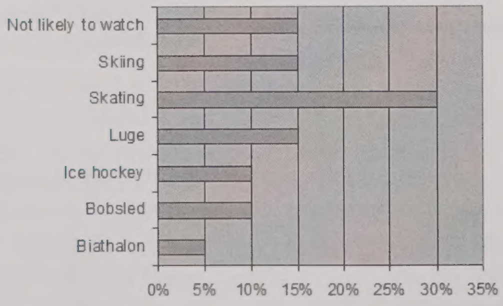
Contest next week for Museum of Fine Arts passes

As a corporate sponsor of Boston's Museum of Fine Arts, IDG has just received a limited number of museum passes good through June 2006. To be in the running for a pass, you must have a password to IDG Central to participate in the contest giveaway. If you don't have a password, go to http://www.idgcentral.com this week to request one. Contest details will be in the Feb. 20 issue of IDG World Update.

See the Boston/Framingham section of Local News on IDG Central to learn more about various IDG discount and pass programs.

Question of the Week for Feb. 6

Which of the following Olympic sports are you most interested in watching?



Log on IDG Central this week for: "What was the last year the Winter and Summer Olympics took place in the same year?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*
Piper Sheer *IDG*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

African markets expect big gains in PC, notebook sales

Compound annual growth rate (CAGR) for selected African PC markets through 2009:

Morocco – 21.1%
Kenya – 17.0%
Nigeria – 23.6%
Uganda – 25.0%
Algeria – 23.3%

CAGR for selected African notebook markets through 2009:

Morocco – 37.9%
Kenya – 33.4%
Nigeria – 37.4%
Uganda – 51.0%
Algeria – 52.7%

Top four notebook markets (not including South Africa):
Nigeria, Morocco, Egypt, Tunisia

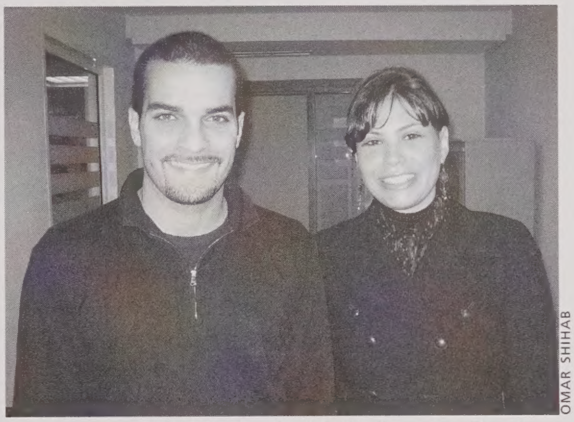
(Source: IDC)

IDC opens three subsidiary offices in Africa

African IT spending expected to rise 15%, twice that of W. Europe through 2009

Over the past five months IDC has expanded its presence in Africa with the opening of subsidiaries in Morocco (IDC North Africa), in February and in Nigeria (IDC West Africa) and Kenya (IDC East Africa) late last year. IDC has been affiliated with a contract partner in South Africa, BMI TechKnowledge, since 1995.

"This puts IDC at the forefront of a continent with enormous potential and opens the door to data previously hidden from view from global research companies," said **Jyoti Lalchandani**, director of IDC Middle East and Africa, which is based in Dubai, United Arab Emirates, and is part of the IDC CEMA (Central Europe, Middle East and Africa) division headquartered in the Czech Republic.


OMAR SHIHAB

*Research analysts **Mehdi Mandre** (l) and **Nabila Hanane** staff the new IDC North Africa office in Morocco.*

Despite the host of civil and health issues afflicting many areas of the continent, IT spending is expected to rise by nearly 15% through 2009 in Africa (not including Egypt and South Africa), well ahead of the approximately 6% expected for Western Europe and the approximately 7% for the entire Europe, Middle East and Africa region during the

continued on page 5

DEMO witnesses uptick in innovative consumer offerings

At the 16th edition of the DEMO Conference series, which serves as a launch pad for promising new products and services and identifies upcoming technology trends, 68 companies were chosen by Executive Producer Chris Shipley to show their new technologies. Among them were the following:

DEMO Executive Producer Chris Shipley evaluated more than 300 product proposals before selecting the 68 that made the cut at the 16th annual event.

- Video Search from America Online finds videos on the Web that other search engines miss.
- Pay By Touch Online uses biometric technology to give consumers a fast, secure way to make purchases online or at a checkout by providing a finger scan.
- Bones In Motion's mobile phone service tells runners in training their speed, distance covered, calories burned, elevation and route.
- Enterprise Spyware from Mi5, Inc. protects a company's employees and data from phishing, adware and other attacks.
- MooBella's Ice Cream System is a vending machine that mixes and freezes 96 combinations of fresh ingredients to make a scoop of ice cream in 45 seconds.

(For a complete list of firms presenting products at DEMO and those chosen by Shipley as DEMOgods

continued on page 4

Inside this issue

IDG Bulgaria celebrates 15 years in market *page 2*

December publication profit margin report *page 2*

Network World announces global expansion of DEMO *page 5*

Three employees earns STAR Awards *page 6*

IDG Global Solutions honors outstanding performers *page 7*

Celebrating 10: China Computerworld's Zhang Xintao *page 8*

Qualify for a pair of tickets to the Boston Museum of Fine Arts *page 8*

newsworthy in brief

IDG Bulgaria celebrates 15 years in the local market

IDG Bulgaria turned 15 last month and celebrated with a special edition of its flagship Computerworld publication and a party for some 200 of its current and former employees as well as senior executives from the leading IT companies in the local market. According to IDG Bulgaria Managing Director **Bisser Boev**, Computerworld's anniversary issue weighed in at three times the average size of a normal issue.

In addition to Computerworld, IDG Bulgaria also produces PC World, a monthly that has been published for 14 years; Network World, a bi-monthly that is now 12 years old; and two new publications launched last year: Digital World, which appears bi-monthly; and CIO, a monthly. The company is "by far the largest IT publisher in Bulgaria," according to Boev, who said that IDG Bulgaria has some 30% of the local IT budgets spent in specialized IT media. The company's closest rivals, the licensee of Ziff-Davis' PC Magazine and three local publishers, have a combined market share of 40%.

IDG International Publishing Services President & CEO ***David Hill*** *is pictured with four former IDG Bulgaria employees (from left): Mila Pancheva, advertising director for almost 12 years; Tatiana Vladikova, marketing specialist;* ***Tatiana Hinova****, previously managing director and now IDC's sales manager for Central and Eastern Europe; and Rumiana Kovacheva, advertising specialist.*

Current IDG Bulgaria staff (above) mingled with former employees and executives from Bulgaria's leading IT companies at a party last month honoring the company's 15 years of contributions to the advancement of country's IT sector.

For the past seven years, IDG Bulgaria has been organizing events and conferences in the local market and holds a near-monopoly in that arena. The company organizes eight conferences each year, the largest of which are its E-government conference, which attracts more than 400 attendees; and the IT Financial Forum, which draws in excess of 250 attendees from the financial sector.

IDG Bulgaria operates several Web sites including a business IT portal (http://www.idg.bg) which attracted more than 52,000 unique visitors last month; and companion sites for its publications: http://www.pcworld.bg; http://www.cio.bg; and http://www.computerworld.bg. Boev said IDG's sites are among the top five IT-related sites in the local market.

For more information contact Bisser Boev at bisser_boev@idg.bg.

Full December publications profit margin report available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of December, see this feature on IDG Central.

CW/IW publications

1. Czech Business World
2. Computerworld Bulgaria
3. Computerworld Singapore
4. Computerworld Poland
5. Computerworld Czech

PC World publications

1. PC World Hungary
2. PC Tipp (Switzerland)
3. PC World Bulgaria
4. PC World Norge (Norway)
5. PC World Ekstra (Norway)

Macworld publications

1. Macworld Espana (Spain)
2. MacWorld Sweden
3. MacWorld U.K.
4. Macwelt (Germany)
5. Macworld Italia

Networking publications

1. NetWorld (Poland)
2. Comunicaciones World (Spain)
3. Natverk & Kommunikation (Sweden)
4. Nettverk & Kommunikation (Norway)
5. Network World (Japan)

Reseller publications

1. China Computer Partner World
2. IT-Bransjen (Norway)
3. IT-Branschen (Sweden)
4. Dealer World (Spain)
5. Australian Reseller News

Games publications

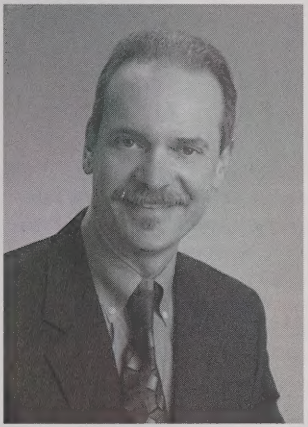
1. Australian GamePro
2. GameStar (Germany)
3. GamePro (Germany)
4. GameStar (Hungary)
5. GamePro (U.S.)

CIO publications

1. China CEO & CIO
2. CIO Singapore
3. CIO Japan
4. CIO U.S.
5. CIO France

one on one the interview

Rick Nicholson
The VP of Energy Insights, an IDC company, is this week's guest columnist. Reach him at rnicholson@energy-insights.com.



Energy Insights at-a-glance

Base Framingham, Mass.

On the Web http://www.energy-insights.com

Number of employees 5 full time research staff, 2.5 sales staff, access to marketing, consulting and other staff shared among the Insights companies.

Mission Provide research-based advisory and consulting services that enable energy industry executives to:
- Maximize the business value of their technology investments.
- Minimize technology risk through accurate planning.
- Benchmark themselves against industry peers.
- Adopt industry best practices for business/technology alignment.
- Make informed technology decisions.
- Drive technology-enabled business innovation.

Latest accomplishment Hired Karen Blackmore, our fifth analyst, who was formerly the CIO at PNMR, the parent company of Public Service of New Mexico, the largest energy company in the state.

Q Why is Energy Insights a good fit as an IDC company?

A Energy Insights takes many of the core strengths of IDC, such as primary research, modeling and forecasting, and applies them to technology buyers and users in the energy industry. Companies in the energy industry include utility companies as well as oil and gas companies, and our clients tend to be either CIOs or business executives who are highly dependent on IT. One example of a current research study we are working on is a benchmark of IT spending for a group of CIOs at U.S. utility companies. Another example is a study we did of the costs to implement customer care and billing systems, which tend to be big ticket projects.

Q Which are particularly hot topics for your group?

A Our hot topics tend to be business issues that have strong ties to technology. Right now we're getting a lot inquiries around mergers and acquisitions, outsourcing, the aging workforce crisis, energy trading, digital oilfield initiatives and the impact of the U.S. Energy Policy Act.

Q Describe some examples of the kinds of research and analysis you provide to customers.

A One of the best examples is our recently published Industry Short List for Energy Trading and Risk Management, which compared the top application vendors in this market such as SAS, Sungard Energy, Global Energy Decisions and Solarc using a methodology that assesses how well a product fits the needs of the market and the level of confidence that the vendor will provide the customer with a satisfactory ownership experience. This report was developed specifically for technology and business executives at energy companies that are evaluating energy trading and risk management software.

Q Who's your competition?

A On one hand we compete with the other IT market research firms like Gartner and, to a lesser extent, Forrester. Gartner has an energy industry service that came to them as part of their acquisition of META Group in 2005. It currently only has two full-time and one part-time analyst. Forrester doesn't have a specific energy industry offering. We also compete with some boutique advisory and consulting firms in the energy industry. Our primary competitor in this space is Cambridge Energy Research Associates.

Q To what extent do you interact with other IDC divisions?

A We have done a number of joint research projects with other IDC divisions. In the past year we have worked with IDC's Communications group on a broadband over power lines technology assessment and with the Software group on a business performance management report. Currently we are working on a joint report with IDC's High Performance Computing group on the application of high performance computing in the upstream oil and gas segment of the industry.

Q How rapidly will you expand Energy Insights to other countries?

A We have already done some work in Canada and Central and Eastern Europe, and we're getting a significant amount of interest from energy companies in Western Europe and Asia/Pacific. Our plans are to start building our business in these regions this year, supported by our U.S. based analysts, and then hire local analysts as the regional businesses develop.

Q What challenges do you face as a new company, and how are you addressing them?

A Like any start-up we are faced with the challenges of establishing a brand, staffing, acquiring clients, developing our products and hitting our numbers — basically keeping a lot of balls in the air at the same time. We have focused on building a team with strong energy and technology experience and establishing trusted relationships with business and technology executives in the energy industry. Our Energy Executive Council has been key in achieving this goal. The council is composed of CIOs and business VPs from energy companies that meet with us on a quarterly basis and fund us to perform research on their behalf. We are currently working with the council on a number of ongoing studies including IT effectiveness measures, asset management best practices and business process benchmarking. We are also going to conduct a facilitated visioning workshop at our next quarterly meeting on the "utility of the future."

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

DEMO

continued from page 1

for best presentations go to http://www.demo.com.)

Approximately 700 attendees came to the three-day event in Phoenix earlier this month. DEMO draws venture capitalists, investors, business development executives, entrepreneurs, industry insiders and members of the media.

The mood of this year's event was "very upbeat," said **Mike Garity**, senior director of marketing and business development with Network World Events, which organizes DEMO. "Everyone agrees that the technology industry is strong and growing. There is a definite increase in venture funding overall, which is a strong indicator that the marketplace for technology is picking up."

Shipley sifted through product proposals from more than 300 vendors before selecting the final 68 to demonstrate their products. Among her selection criteria are:

- The product must be making its public debut at DEMO.
- It must make a significant contribution to the state of the art in its target market.
- It should change the dynamics of the marketplace into which it is introduced.
- It is backed by a management team capable of delivering the product to market.

According to Garity, DEMO 2006 had a fairly even split between the enterprise and consumer technology categories. (The conference usually logs about 70% enterprise products and 30% consumer.) "DEMO mirrors the technology industry, which tells us that consumer technology innovation is picking up — another strong indicator that the overall tech economy is improving," Garity said.

This year all 68 demonstrators had six minutes to present their product to the audience; no PowerPoint slides are permitted, and demonstrators are urged to spend no more than 15 seconds in introductions. Videos of all the presentations can be seen on the DEMO website.

DEMO was not all product presentations, however. John Patrick, who led IBM's global Internet strategy, hosted two FutureScan panels with top academics, corporate and government scientists and researchers. Focusing on computational biology and securing the Internet, these panels looked into the technologies that will be the foundation for major IT innovation in the next decade and beyond.

This year's event had four platinum sponsors (Ceonex, Digital Deck, Hewlett-Packard and Qualcomm) and two gold sponsors (Porter Novelli and Sharpcast). "Companies sponsor DEMO to reach the same high-level, insider audience that the demonstrators reach — first-class journalists and business development decision makers," said **Neal Silverman**, executive VP of Network World Events.

*Network World's DEMO team (top row, l-r): **Dale Fisher**, director of event operations; **Andrea D'Amato**, senior national sales director; **Buster Paris**, event marketing specialist; **Jackie DiPerna**, senior demonstrator and event coordinator. Bottom row: **Danielle Bourke**, event operations coordinator; **Sara Evangelous Nieburg**, senior audience development manager; and **Karen Bornstein**, account executive. Missing: **Neal Silverman**, executive VP, Network World Events & Executive Forums; and **Michael Garity**, senior director of marketing and business development.*

Even at the mature age of 16, DEMO continues to require a strong marketing effort. "Like most events, it's always a challenge to sell tickets to executive conferences at high price points," said **Sara Evangelous Nieburg**, Network World senior audience development manager (registration costs more than US$2,000). "We focus our marketing on our strongest target — our alumni. We have a strong contingent of customers who are long-time attendees; some have come to every event since its inception."

Marketing DEMO also means reaching out to the venture capital community. "We have a partnership with the National Venture Capital Association [NVCA], which endorses the event for us and promotes a discount rate to their members," Nieburg said. This year DEMO organizers held a special 'closed-door' VC Planning dinner for venture capital executives and co-marketed the event with the NVCA. Hosted by Shipley and NVCA President Mark Heeson, the dinner was designed to give investors a good look at what this year's DEMO innovations will mean to the technology investment community in the future. "We had approximately 60 venture capitalists attend, and it was very well received," Nieburg said.

DEMOfall will be held Sept. 25-27 in San Diego, Calif.; DEMO 2007 will be held Feb. 5-7 in Phoenix, Ariz. For more information contact Becky Sniffen at becky@mc2pr.net or go to http://www.demo.com. WU

Blogs, podcasts enhance the attendee experience

DEMO offered a host of blogs and podcasts on its Web site throughout the event. Network World Online Multimedia Editor **Jason Meserve** and Senior Editor **Keith Shaw** produced several video and text blogs from Phoenix. Besides posting her own blog entries, Senior Event Editor **Cara Garretson** aggregated blog posts for the DEMO.com site from various attendees, among them Techdirt, TechCrunch, Conferenza, Gillin.com, MobileCrunch.com, Software Only, GraemeThickins.com and ZDNet Between the Lines. Established podcasters, such as Gregory Galant of Venture Voice and John Furrier of PodTech.net, also posted podcasts from the conference.

Asked if blogging and podcasting is making actual attendance irrelevant, Becky Sniffen of MC2PR who managed publicity for DEMO, said they were not. "Even in this age of instant communications and video-conferencing, nothing will ever replace the impact of face-to-face conversations. DEMO is a relationship-building event where a handshake, eye contact and conversation are the beginning of significant business deals."

February 20, 2006

Junior Staff Accountant (IDC)

The Finance Group at IDC is seeking a highly motivated and energetic Jr. Staff Accountant to work in our highly collaborative and growing team. Responsibilities may include monthly sales contract approval, processing of accounts payable and expense reports, weekly billing, customer service, reconciliation of balance sheet accounts, and assisting with monthly and year end closings. This position will frequently interact with IDC's Sales team, groups within our parent company, IDG as well as with external IDC clients both on the sales side and the vendor payable side. The ideal candidate should possess a firm grasp of accounting practices. We are looking for a fast learner who is a detail-oriented, strong communicator (both verbally and in writing), with sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. A bachelor's degree in Accounting or Finance is required. Recent graduates or those with up to 4 years of experience will be the best fit for this position. Related industry experience is a plus.
Location: Framingham, MA
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Program VP, Applications (IDC)

The Integration, Development, and Application Strategies Group is looking for a dynamic individual with experience and knowledge about the enterprise applications business to direct IDC's core applications research. This individual will be responsible for taking a leadership role in driving research and consulting business for enterprise application solutions (including ERP and CRM). Responsibilities include managing an active team of analysts, acquiring new clients for subscription research, and driving value-added consulting business. The individual should have proven capabilities to develop new business initiatives, present at industry and vendor forums, raise visibility of thought leadership views on applications technology and business issues, and lead quantitative and qualitative studies on competitive market trends. Candidates must have a minimum of 10 years industry work experience with solid knowledge of the enterprise applications business acquired through experience at an applications vendor or as an analyst covering enterprise applications and proven ability to lead and motivate a distributed team of analysts. Candidates must be recognized in the industry for thought leadership on the future of enterprise applications and demonstrated ability to attract clients and consulting opportunities. Bachelor's degree required, MBA desirable. Travel required nationally and internationally. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Advertising Operations Specialist (IDGE)

IDG Entertainment is actively recruiting for a confident, detail-oriented, self-starter who is able to handle multiple tasks to fill our Ad Operations Specialist position. The Ad Operations Specialist is responsible for implementing online campaigns through ad serving software; monitoring and ensuring guaranteed delivery of online campaigns; interacting with Sales and Production to ensure delivery of custom products; analyzing inventory needs on a campaign-by-campaign basis; reporting campaign results to clients; helping billing and finance vett invoicing; working with Development/Production to implement new ad technologies; and maintaining quality assurance of ad products and ad technologies. The desired candidate must have experience with ad serving software (DFP, DFA, Atlas, OAS, Falk, etc). Candidate must be proficient in HTML and have basic understanding of ad serving technologies. Knowledge of Solbright is a plus. Please indicate Ad Ops Specialist in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

IDG

Current Jobs, Week of February 20, 2006

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Edit	Associate Editor	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Exec	President & GM, Bio-IT World and bio-itworld.com	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
Computerworld						
	Admin	Online Administrative Assistant	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Graphic Designer	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editorial Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Senior Writer	Open	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	IT Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Prod	Online Production Designer	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Web Developer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Client Services Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Staff Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Ad Traffic	Advertising Operations Specialist	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Online	Online Content Producer	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
IPS						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Art/Design	Online Designer	San Francisco CA	Kate Coldwell	jobopps@idg.com	415-978-3290
	Edit	Associate Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Mktg	Marketing Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Cust Serv	Client Services Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Planner	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Web Application Developer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Online	Community Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Systems and Network Administrator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Intern	Marketing Internship	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Mktg	Marketing Director, IDG World Expo	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	PR	Public Relations Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, Sponsorship Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	HR	Senior Compensation/Project Specialist	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Specialist	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Mktg	Marketing Specialist, Ideas and Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Marketing Specialist, Mobility, Computing, Consumer & Tele	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program VP, Applications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, VOIP Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Research	Research Manager, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Tracker Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Director, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Civilian Government	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Government IT Vendors	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

Contact information for IDC's new African offices

IDC East Africa
Building Unit B6
Liza Apartments
Rhapta Road, Westlands
P.O. Box 10142 – 00100
Nairobi
Kenya
Tel: +254 20 4441356/57
Fax: +254 20 4441403

IDC West Africa
Plot 883, Samuel Manuwa St.
Off Bishop Aboyade Cole Street
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Lagos
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Tel: +234 1 4613606-7
Dir: +234 1 8910078
Fax: +234 1 4612309

IDC North Africa
IDC North Africa
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Casablanca
Morocco
Tel . +212 22 87 94 00
Fax . +212 22 87 94 56

Africa

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same timeframe. Moreover, major regional hubs like Nigeria and Kenya will grow faster than the continent as a whole, as both national initiatives and international investments continue to drive development.

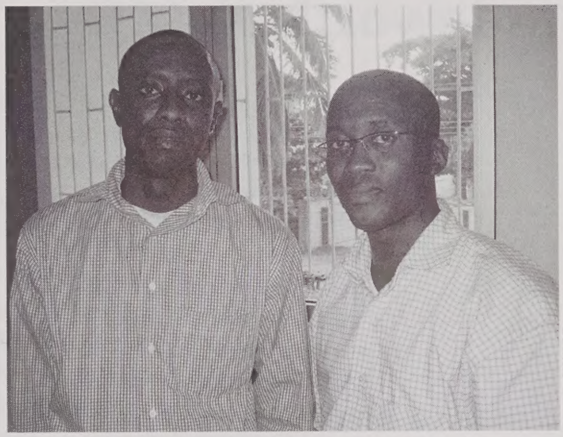
Analyst **Robert Allela** is based in Nairobi, Kenya.

"The interest in Africa has never been greater," Lalchandani said. "Global vendors and regional vendors from India and the Middle East are all looking to Africa for growth. And right now, there is still a real dearth of information on the continent's markets, which is why CEMA has moved in and set up shop."

Late last year Lalchandani made several trips to Morocco, Nigeria and Kenya to recruit staff locally, secure office space, and process all the necessary paperwork to get things rolling. Each office has opened with two full-time analysts tasked with researching the systems and imaging and hardcopy peripherals markets of North Africa, West Africa and East Africa.

"We've struck gold with the teams we've recruited," Lalchandani said. "The teams have the combination of local knowledge, research and IT experience, and entrepreneurialism that sets IDC apart from the other research houses."

The Middle East is the ideal location for regional administration of the African offices, he noted. Many of the vendors looking to expand their presence on the continent are doing so from the Persian Gulf, usually Dubai. The traditionally close ties between the two areas will help IDC leverage its regional resources in generating data and analysis on the North, East and West African markets.


OMAR SHIHAB

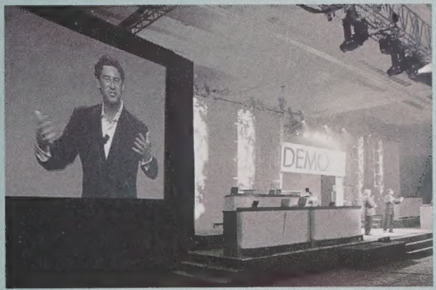
Analysts **Patrick Nzegbuna** (l) and **Fikayo Aremo** work at IDC West Africa's office in Lagos, Nigeria.

"We've now got Africa pretty much covered," said Lalchandani. "With legs on the ground in the four corners of the continent, we will not only be able to collect information more efficiently but also play a greater part in the markets we cover, encouraging IT investments and furthering regional economies."

E-mail addresses for the new IDC analysts are as follows: mehdi@idcnorthafrica.com, nabila@idcnorthafrica.com, allelar@idceastafrica.com, pnzegbuna@idcwestafrica.com and faremu@idcwestafrica.com. Reach Jyoti Lalchandani at jlalchandani@idc.com.

Network World announces global expansion of DEMO

In addition to a host of promising new products, this year's DEMO also launched a new variation on the event itself: DEMOworld. DEMOworld will take the concept of the U.S. DEMO event to countries around the globe, creating a network of technology launch venues. The first DEMOworld will be held in China in September, bringing DEMO's premier emerging technology platform to the world's largest emerging marketplace.



DEMOChina: **Neal Silverman**, executive VP of Network World Events, and DEMO Executive Producer **Chris Shipley** break the news of the first DEMO event in China, scheduled for September.

"Events like DEMO are why I established IDG: to bring together smart people, amazing innovations, and actionable content that spurs the technology industry," said IDG Chairman **Pat McGovern**. "I am particularly pleased that our first DEMOworld outside the U.S. is in China where we have been a market leader in IT media, research and events for the past 25 years."

A partnership between Network World and IDG China, DEMOworld China will be hosted by a team of experts, trusted in the Chinese market for their insight and understanding of what makes new technology successful. This team, which will include a top research analyst from IDC China or Asia, an IT journalist, and a representative from China's Association for Science and Technology, will host the conference and identify, evaluate and select the products for the program.

As with the U.S. DEMO, DEMOworld events will feature six-minute stage presentations and a demonstrator pavilion showcasing the chosen 60 to 70 emerging technology products and services. DEMOworld China is anticipating a mix of both Chinese and international technology innovations and an audience made up of local and international journalists, investors, corporate development officers, resellers and distributors.

"The DEMO community is a vibrant network, fueled by a mutual respect for the technology industry and a commitment to supporting innovations that further technological progress," said **Neal Silverman**, executive VP of Network World Events. "The launch of the DEMOworld conference series is an important step in diversifying our network and recognizing the global effect of business and IT in today's world."

For more information, go to http://www.demochina.com.cn.

noteworthy people

Promotions

IDC Framingham Senior Analyst **Lewis Ward** has been promoted to research manager, Wireless & Mobile Communications. "In Lewis's nearly two years at IDC he has taken a key leadership role in the wireless entertainment space with the launch of the Wireless & Mobile Communications-Entertainment CIS in 2004, and then the launch of the U.S. Wireless Data Services QView in 2005," said **Scott Ellison**, VP of research for Wireless and Mobile Communications. "Lewis has become one of IDC's more quoted wireless analysts and has completed an exceptionally high proportion of heavy-lifting research deliverables in new areas over the last two years." *lward@idc.com*

Scott Ellison, program director with IDC Washington, has been promoted to VP of research for Wireless and Mobile Communications. "Under Scott's management the wireless telecom group has grown revenues to $1.15 million and has expanded to effectively meet new customer needs for research on wireless entertainment and wireless enterprise services," said **Mark Winther**, IDC New York group VP and general manager. "Clients highly value Scott's professionalism and deep wireless expertise." *sellison@idc.com*

New employees

Patrick Melgarejo joins IDC Peru as a senior analyst, software. He was previously professional services manager with BMP Ingenieros, S.A., a Peruvian IT value-added reseller. He earned a B.S. in systems engineering from the Universidad de Lima and an M.S. in network and system management from the Universidad de Deusto in Bilbao, Spain. When not studying public policy initiatives for IT in developing countries, he enjoys "any kind of sport," particularly running. *pmelgarejo@idc.com*

Also new at IDC Peru is Central Research Group Associate Analyst **Renato Troya Heinicke**. He previously worked as a research analyst for the market research agency APOYO Opinion y Mercado where he was responsible for designing and supervising qualitative and quantitative studies. A graduate of the Universidad del Pacifico, he holds a B.A. in business administration; he also earned a marketing specialization degree this year from ESAN, a Peruvian business school. He enjoys playing videogames and reading about psychology. *rtroya@idc.com*

MICHELE NELSON

Chan

Video Producer **Wendy Chan** comes to IDG Entertainment from her role as editor at Splice Boutique in Los Angeles. She graduated from New York University with an M.F.A. specializing in film and enjoys movies, beer, knitting, snowboarding and writing. *wchan@gamepro.com*

PETER SHORT

O'Dowd

IDC Framingham's Financial Insights has hired **Sean O'Dowd** as a research analyst. He was previously a senior associate with JTC Real Estate Investment Group. A graduate of Bentley College in Waltham, Mass., he holds a B.S. in finance and enjoys fishing and music. *sodowd@idc.com*

Three employees earn Corporate Boviard STAR Awards

*IDG Chairman **Pat McGovern** (left) and IDG CFO **Ted Bloom** participated in the awards presentation for HR Manager **Sara Scogland** (above) and Accounting Assistant **Lorraine Rivell** (below).*

IDG Corporate Sales VP **Matthew Yorke**, HR Manager **Sara Scogland** and Accounting Assistant **Lorraine Rivell** are the recent winners of the IDG Corporate Boviard STAR Award. The awards are presented twice yearly to employees who are nominated by their peers for demonstrating outstanding Service, Teamwork and Results.

"Sara has such a positive attitude and is an extremely hard worker," wrote one of her colleagues. "She is always working to make sure her employees have access to benefits, and just in the last few months joined with IDC to offer discounted BJ's memberships and flu shots."

"Matt has brought the publishing business units increased pages, yield revenue and online revenue," read part of Yorke's nomination. "We respect him and trust him, and the results speak for themselves. I have experienced 16-plus years of [IDG's various corporate sales groups], and the business units have never benefited to the extent that we have today thanks to Matt."

"Lorraine has found a way to deal with ever-changing volumes of payable and last-minute demands, all the while maintaining great professionalism," a colleague said. "Her dependability, consistency and attention to detail are a great contribution to successful monthly closings."

STAR Awards are open to employees in IDG's corporate groups as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions. For more details contact **Lucy Sheehan** at lucy_sheehan@idg.com. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

42
Patrick McGovern *IDG*

19
Mark Sullivan *IDC*

18
Clare Huang *IDC*

17
Lucy Chaudhuri *IDC U.K.*

16
Patricia Smith *IDG World Update*

13
Joan Kelliher *IDG*
Diane Hacker *PC World*
Doni Moore *IT World Canada*

12
Yukimi Chiba *IDG Japan*

11
Elinet Medina *PC World Latin America*
Trino Ramos *PC World Latin America/IGS Latin America*

9
Nicole Comiskey *IDC*

8
Beth Ramistella *CXO Media*
Gabe Ramos *PC World*

7
Ernesto Cordero *IDG*
Iseult Bottoni *IDC U.K.*

6
Todd Hall *IDG*
Cynthia Seavey *IDC*
Bree Charlton *IDC Australia*
Rhonda Goodman *CXO Media*

5
Robert McMillan *IDG News Service*
Kirk Mitchener *IDC*
Keith Therrien *IDC*
Ruthbea Yesner *IDC*

4
Mila Kantcheva *IDC*

3
Jiahuan Liu *IDG Asia*
Joy Latino *IDG World Expo*
Andrew Wong *IDC Malaysia*
Jane Evans *PC World*
Bram Tullemans *IDG Netherlands*

2
Lychee Lo *IDC Hong Kong*
Neil McAllister *InfoWorld*

1
Ashley Gilliam *IDC*
Theodore Dangson *IDC*
Amy Brother *IDC*
Celeste Crystal *IDC*
Mujin Kang *IDC New Zealand*
Heather Koch *IDG Entertainment*
Curt Poff *Mac Publishing*
Giovanna Saba *IDC U.K.*
Angela Salmeron *IDC U.K.*
Daniela Parisse *IDG Italy*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Global Solutions' annual awards recognize achievements

One item on the agenda of last month's sales meeting for the IDG Global Solutions/U.S. and Corporate Sales teams was VP/Global Advertising **John O'Malley**'s presentation of the group's annual U.S. employee awards. IDG Corporate Sales VP **Matthew Yorke** won the IGS President's Award and Director, Market Intelligence **Ekapat Chareonlarp** won the IGS Employee of the Year Award.

"Matthew's award represents so much more than his contribution to IDG in 2005, which was an outstanding year for Corporate Sales" O'Malley said. "His staff would tell you that he is always available and extremely supportive. His peers would tell you that he is a team player and exceptionally creative. His customers would tell you that he is a pleasure to work with and represents all that is great about IDG."

Chareonlarp earned his award based on the votes of his U.S. peers. "I constantly see thank-you notes from other members of the team highlighting a situation where Ekapat added that something special that pushed the client to consider IDG above our competition," O'Malley said. "His contribution to our market intelligence function is without question, and he constantly looks for areas to add his unique value."

Blythe

During a recent gathering at IGS/ Europe, Middle East and Africa office in Staines, U.K., O'Malley gave the IGS/EMEA President's Award to Project Manager/Business Development **Karen Blythe**. She was recognized in particular for her contributions in restructuring of client services. "With Karen involved in a project I know clients are in safe hands," he said. "Successful execution and a great customer experience makes the job of client retention so much easier. At IGS we never forget that the back office adds so much to selling success."

JOANNE WILLIAMSON
Stokes

IGS EMEA also presented the Unsung Hero Award, which is given by sales teams to a non-sales employee, to Management Accountant **Dan Stokes**. Stokes' enthusiasm and willingness to help and take on tasks that don't fall within his job description earned him the honor.

JOANNE WILLIAMSON
Battley

The EMEA staff also voted Global MIS Manager **Karen Battley** as Employee of the Year. Battley was recognized along with her team for "working tirelessly to ensure that our IT systems are running smoothly and up to date" and for her ability, despite a busy schedule, to make time for her colleagues and offer help and advice.

IDG Global Solutions helps leading IT companies build international brand recognition by developing globally integrated marketing programs via IDG's print, online and event properties worldwide. Its portfolio of global partnership services includes customized research, customized publishing, targeted conference and seminars and direct-response tools. WU

*IDG VP/Global Advertising **John O'Malley** (l) and IDG Corporate Sales VP **Matthew Yorke**.*

***O'Malley** (r) with Director, Market Intelligence **Ekapat Chareonlarp**.*

celebrating 10!

Name
Zhang Xintao

Home
Beijing

Joined China Computerworld
April 1, 1995

First job
Administrative Assistant

Current title
Senior Advertising Manager in charge of sales of VIP clients.

What have you gained from your career?
I've become more mature, and I've accumulated a lot of experience.

Moment at work you will never forget
Receiving the China Computerworld Model Employee of The Year award for 2003.

Most challenging part of your job
Reaching the sales target.

Best way someone could compliment you on your work?
Tell me I'm conscientious and determined.

Of what accomplishment at work are you most proud?
I not only finish but also exceed the sales quota every year.

Interests
Swimming, traveling, going to concerts.

Family
My husband and my 4 1/2-year-old daughter Tang Chuqi.

What did you want to become when you were a child?
Scientific engineer.

*IDG Chairman **Pat McGovern** escorted China Computerworld's **Zhang Xintao** to lunch in Beijing in honor of her decade of service to the company.*

Favorite vacation spots
Tropical seaside or Europe.

Favorite movie
"La Grande Vadrouille."

Retirement dreams?
Living in a place where there are rivers and mountains. I will also participate in some charity activities.

Manager's profile
"After joining CCW Group in 1995, Zhang Xintao transferred from business support to advertising sales. Being diligent and conscientious, she is one of the most successful customer managers for VIP clients in China Computerworld's history, with sales volume of 20 million RMB (approximately US$2.42 million). She not only receives high praise from clients but also creates high revenue for China Computerworld."

— Jin Yuzhong, assistant president of CCW Co. and publisher of China Computerworld

Here's how to participate in the Museum of Fine Arts pass contest

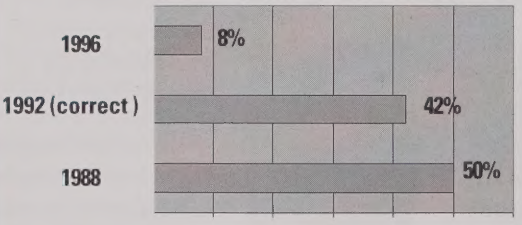
IDG is distributing the remaining passes to the Museum of Fine Arts in Boston through a contest on IDG Central. Go to the Local News/Boston & Framingham section of http://www.idgcentral.com, read the MFA item, and follow the simple request. A pair of passes, good through June 2006, will be awarded on a first-come, first-served basis until they have all been distributed.

mfa BOSTON

Any IDG employee planning to visit Boston in the next few months is welcome to participate. Good luck!

Question of the Week for Feb. 13

When was the last time the Winter and Summer Olympics were held in the same year?



Log on to http://www.idgcentral.com to vote on this week's question: When were women allowed to compete in the modern Olympics?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Network World casts 'wider net' with offbeat feature series

Popular page 1 stories capture the quirky side of IT

Cell phone throwing contests, networked roller coasters and animal attacks on fiber-optic cables and are just some of the unusual topics that have been covered in Network World's "A Wider Net" feature. Described as a "collection of stories that go beyond the speeds and feeds of the network and IT industries," the feature frequently appears among NetworkWorld.com's "Top 10 Stories of the Day," the listing of most-read stories, and gives NWW writers a chance to break out of their usual news story reporting patterns.

ERIC CORMIER

*Many Network World staff members have contributed to A Wider Net feature in some role. Among them are (l-r) Executive Editor/News **Bob Brown**, News Editor **Michael Cooney**, Senior Editor **Phil Hochmuth**, Senior Editor **Denise Dubie** and Multimedia Editor **Jason Meserve**, who recreated a tame version of last year's Finnish cell-phone throwing story.*

Executive Editor/News **Bob Brown** came up with the concept back in late 2003, inspired by The Wall Street Journal's A-Hed column in the center of the front page and quirky slice-of-life segments from CNN reporter Jeanne Moos. "I wanted to do something more offbeat than our typical stories that we could add to our mix, but still have them relate to the industry," he said. News Editor **Paul McNamara** came up with the feature's name, drawn from the phrase "casting a wider net."

Brown jump-started the new feature with a story on the origin of that IT trade show staple, the propeller beanie, on Dec. 8, 2003. Most of the editorial team has contributed to Wider Net, and while he said that some have more of a talent for this type of writing than others, the reporters have been catching on. "We're striving for a narrative tone, anec-

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IDG Research Services serves business units and their clients

Inside this issue

Ask the expert: Computerworld IT Infrastructure Manager Jeff Roberts discusses routine PC maintenance *page 2*

IDC quarterly award winners *page 2*

PCWorld.com launches popular Digital World blog for gadget lovers *page 2*

One on one: InfoWorld President & Publisher Bob Ostrow *page 3*

Celebrating 10: China Computerworld's Wang Dongmei *page 8*

IDG Research Services (IDGRS) began as a small research department for Computerworld in the mid-1970s and has evolved into an independent full-service research organization that provides media and market research services to IDG business units and their clients, conducting more than 200 research studies yearly. Virtually every U.S. IDG business unit — including all the media publishing units, IDC and IDG World Expo — has commissioned research either for themselves or on behalf of their clients.

"We are uniquely positioned to serve the IDG business units and their clients," said VP, Research **Janet King**. "We have years of experience designing and conducting research for both the media and the technology industries. We also are intimately familiar with the business, sales and marketing challenges facing IDG. This industry knowledge and focus combined with a very experienced team of researchers makes us exceptionally well qualified to serve the needs of IDG's business units."

Reflecting the current move toward combining a variety of media elements, IDGRS recently completed the first IDG Media Habits study in the U.S. to better understand clients' usage of and preferences for print, events and online. The project was initiated by IDG's former CEO **Pat Kenealy** and conducted for IDG Corporate and various business units including CIO, Computerworld, InfoWorld, Network World and PC World.

Asked if clients' shifting preference from print to online is having an effect in the research world King responded, "Absolutely. The demand for research to measure online advertising effectiveness and in-

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in brief newsworthy

PCWorld.com caters to gadget lovers with Digital World blog

Focusing on the latest in gadgetry, both serious and silly, PCWorld.com late last year launched its Digital World blog (http:// www.digital-world.com) prior to January's 2006 Consumer Electronics Show. Two months later, the blog's audience continues to grow.

Digital World Technology That Powers Your Life

Tightly linked with PCWorld.com and focused solely on consumer items and news for gadget lovers, Digital World represents "a low-cost, low-impact 'side bet,'" said **Harry McCracken**, PC World VP/editor-in-chief. "It's probably a little more lighthearted and informal than PC World. We thought a blog focused on gizmos and fun would be worth a try. The fact that blogs like Gizmodo and Engadget have become so popular has not gone unnoticed here."

McCracken said the site has a different, livelier look, designed by Deputy Art Director **Pierre Granier**. He added that the blog may include reviews eventually, but for now they have no plans to move it away from the blog format.

Two freelance writers and IDG News Service Tokyo Bureau Chief **Martyn Williams** add several postings every weekday. PC World staffers may also contribute if they like, and the San Francisco-based blog has shared postings with and is cross-linked to its sister gadget blog in Japan, Digital World Tokyo (see IDG World Update, Oct. 3, 2005).

McCracken said a steady flow of content is "extremely important" when launching and growing a new blog. While PCW Senior Writer **Alan Stafford** is the point person for the three bloggers, the writers largely have free rein to write about whatever they choose.

While the blog's audience is still relatively small, McCracken said it was having a good February. "It looks like it will end the month with about three times the traffic it started with," he said. "We're pleased with its success so far."

For more details contact Harry McCracken at harry_mccracken @pcworld.com. WU

IDC U.S. honors Q1 sales leaders

RUTH SAGER

IDC SVP/Worldwide Sales & Marketing ***Don Best*** *presented the Customer Service Representative of the quarter award to* ***Michelle O'Mahoney***.

Outstanding sales performers for the first quarter of FY05 received their awards this month at IDC's quarterly U.S. sales meeting in Boston. The two-day meeting involved 160 people from IDC and its Insights groups and included in-depth sessions on topics such as IDC's Tracker program and vertical positioning.

More photos and a complete list of winners can be found with on IDG Central (http:// www.idgcentral.com). WU

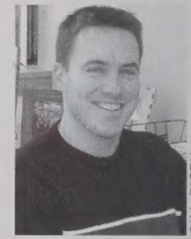
ask the expert

IDG World Update readers are invited to send questions to world_update@idg.com for an occasional Ask The Expert column. Computerworld IT Infrastructure Manager ***Jeff Roberts*** *(jeffrey_roberts@computerworld.com) answers the query below.*

Q What types of housecleaning tasks should I be performing on my PC on a routine basis?

A Certain routine maintenance on your PC is analogous to routine maintenance on your car or yourself. Let's start with two Windows XP utilities: Disk Cleanup and Disk Defragmenter.

Disk Cleanup:


BILL RIGBY

Roberts

This utility frees up space on your PC's hard drive by safely deleting superfluous files. You can find Disk Cleanup on your Start menu under Programs|Accessories|System Tools. When the utility is launched, it initiates a brief analysis of your PC's hard drive and then presents a list of files that can safely be deleted. At the top of the dialog box, it tells you the maximum amount of disk space that can be recovered should you select all available cleanup options. As you click on each cleanup option, it will give you a brief description of the option as well as a View button that will display a list of files that will be deleted. Once you've made all of your selections, click OK, and the Disk Cleanup utility will do its thing.

Disk Defragmenter:

As we use our PCs, we create and delete files, install and uninstall software and more, constantly manipulating files on the hard drive. Unfortunately, files aren't always written to the drive in the most efficient manner. As time goes on, files are spread out across the surface of the drive leaving unused blocks of space on it. This is called fragmentation, and it decreases performance because the PC must read through the unused blocks of space as it accesses files. The Disk Defragmenter utility optimizes the performance of your computer by reorganizing the files on your hard drive into contiguous blocks. The Disk Defragmenter utility is on the Start menu under Programs|Accessories|System Tools. Once the utility is launched, click the Analyze button to determine if defragmentation is necessary. If it is, click the Defragment button and the Disk Defragmenter utility will run.

You may not see a noticeable performance improvement after running these utilities; however, I would recommend running them on a quarterly or semi-annual basis. Put a reminder on your calendar and do your housecleaning! WU

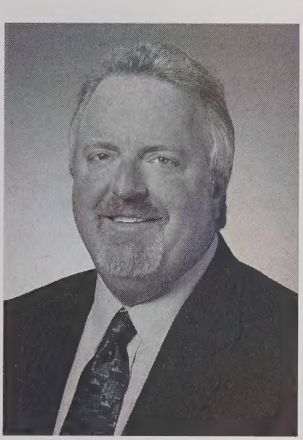
Additional resources

Disk Cleanup utility description:
http://support.microsoft.com/kb/310312/en-us
Automating Disk Cleanup:
http://support.microsoft.com/kb/315246/en-us
Disk Defragmenter utility description:
http://support.microsoft.com/kb/314848/en-us
Automating Disk Defragmenter:
http://support.microsoft.com/kb/555098/en-us

the interview

one on one

Bob Ostrow
The president & publisher of InfoWorld Media Group is this week's guest columnist. Reach him at bob_ostrow@infoworld.com.



"Our challenge — and opportunity — is to use our success with SOA to build out similar programs in emerging topic areas. That approach is a sustainable model and will help InfoWorld focus on high-margin areas of enterprise technology now and into the future."

Q Can you briefly summarize InfoWorld's position today vs. its position last year at this time?

A InfoWorld is in a stronger position today than it has been in years. We've solidified our position of delivering the market of IT Solutions Management. This audience determines corporate technology requirements, selects brands, defines budgets and manages the technology implementation. Additionally, InfoWorld is now an integrated media company ready to help IT vendors connect with customers. We have focused on growing our lead-generation business online and built a burgeoning events business, which didn't even exist one year ago. In combination with the print publication we have the right portfolio of products to allow the business unit to succeed.

Q InfoWorld caught a tiger by the tail when it began its focus on SOA. Where are we in the SOA "hype cycle," and how long will the cycle be?

A We're still in the early stages. When we fielded our first research on the topic, only 13% of those who even knew what SOA was had pilot projects in place. While that has more than doubled to 28% within one year, there is room for considerable growth. While SOA as a buzzword may have a three- to five-year life span, technology solutions that extend an organization's business agility will continue to develop — and InfoWorld will be the first to cover them and help vendors market those solutions.

Q Can you provide an explanation of what service-oriented architecture is?

A SOA (service-oriented architecture) is a broad framework within which enterprises build, deploy and manage services; these services are coarse-grained application components that can be called upon by other applications using standard protocols. The primary objective is a more agile application infrastructure that responds swiftly to shifting business demand.

SOA represents a momentous shift in the relationship between business and IT, requiring significant changes in resource allocation and new perspectives on planning and executing IT initiatives.

Q Is InfoWorld's "total encirclement" strategy for SOA a sustainable business model? How do you balance it with a broader focus and the inevitability of technological change for continuous growth?

A InfoWorld has a legacy of being one of the first media brands to identify how new technology trends, products and solutions, when implemented as part of a cohesive strategy, create unique business impact for their organizations. The days of a print-centric approach are long gone. InfoWorld has developed the SOA opportunity to include dedicated resources online, targeted events, insightful editorial and unique advertising programs. While our competitors are just figuring out the segment, InfoWorld has established a mindshare advantage and a barrier of entry for competitors looking to enter the segment. Our challenge — and opportunity — is to use our success with SOA to build out similar programs in emerging topic areas. That approach is a sustainable model and will help InfoWorld focus on high-margin areas of enterprise technology now and into the future.

Q What are you doing with podcasting?

A Podcasting is one of many ways that IT buyers consume information. Our podcast philosophy has been to build programs that provide information and advertising in whatever form IT buyers want to receive it. Moreover, podcasts are a way to monetize existing community content like weblogs. Our InfoWorld Daily podcast expands upon InfoWorld.com home page Editor **Tom Sullivan**'s popular weblog of the same name. The podcast is distributed via Sullivan's Weblog and RSS feed, a separate dedicated feed, via the InfoWorld.com home page and news sections and within an e-mail newsletter. By surrounding the content with sponsor marketing throughout, InfoWorld is uniquely building marketing programs that scale and produce results a podcast-only program cannot.

In addition to the InfoWorld Daily, we plan on launching six additional podcasts with paying sponsors. Topics will include security, storage, SMB productivity and virtualization.

Q I understand that you've recently rolled out a new publishing system (Adobe InDesign instead of Quark). Can you explain why you did this and what the advantages are to InfoWorld?

A We rolled out the new publishing system for several reasons. The Quark product had not been updated in some time and required older operating sytems in order to run. This was holding us back from upgrading our machines and was severely impacting productivity. In addition, our designers were already using Adobe products like Photoshop and Illustrator to generate their artwork anyway, and the Adobe Indesign product provided a very nice inte-

continued on page 4

A Wider Net

continued from page 1

dotal leads and making sure the personality of the people being interviewed comes through," he said. It's the style of the story, not necessarily the subject, that defines a Wider Net piece, he added.

The staff aims for one 1,000-word Wider Net story per week, unless there's a special issue, and runs it on page 1. "When we started, there were some folks here who said 'There's no way we're going to meet that schedule,' but we've proved them wrong — even though some of the topics have been thinner than I've liked," Brown noted.

DAN VASCONCELLOS

Playful graphics are a Wider Net staple. This one accompanied last week's story on the difficulty of Cisco's CCIE exam and the relief test-takers feel when they finally pass.

Most Wider Net story ideas come from Network World editors and reporters. Often stories will be in process for three or four weeks, so there's ample time for discussion between editor and writer to consider changing direction or zeroing in on one particular element. "With the phone-throwing piece, for example, we discussed all sorts of possibilities — and we even considered tossing some phones out in the parking lot to bring that feel into the story, though we didn't wind up going outside for one reason or another," Brown said.

Wider Net stories also come from readers and people in the field. ("I'm relentless about bringing this up when I meet with vendors or IT customers," Brown said.) He also finds leads by perusing the rich international content of the IDG News Service, and IDGNS reporters have also contributed ideas, with IDGNS U.S. Correspondent **Robert McMillan**'s story last August, "Google now a hacker's tool," among the most popular ones from 2005. Brown's story about mice attacking the cable lines of a Stockholm telecom carrier originated with a brief he saw in the mainstream press, and he fleshed out the feature by working with an IDG News Service stringer who interviewed people in Sweden for him.

According to Managing Editor of Online News **Jeff Caruso**, Wider Net stories tend to do at least as well as any other page one story, and they have more longevity than most news stories (i.e., more pages views over a longer period of time than many other stories). The Feb. 13 feature in which IT professionals recall their favorite tales about clueless users already has 32,000 page view, surpassing last year's winner: a July 11, 2005, story about the roller coaster at Cedar Point Amusement Center in Ohio that "packs more technology than some data centers," which had 30,000 page views.

The Wider Net approach has been so successful, Brown said, that often editors will look at an existing news story and debate how they can take a Wider Net approach with it, even if it's just a sidebar that has an offbeat touch.

While some of the Wider Net stories are primarily humorous, others are a bit more serious. Brown recalled a well-read piece about zinc whiskers, which are microscopic pieces of metal that wreak havoc with computers. Afterward, an HP technician contacted Network World and said he had been working with a customer on a mysterious problem. The customer had read about the whiskers story and speculated something similar might be going on with his system, and he turned out to be correct. "It's good to know Wider Net can provide a public service!" Brown said.

Write to bbrown@networkworld.com. An archive of Wider Net stories may be found at http://www.networkworld.com/news/widernet.html.

Replicating A Wider Net

Network World Executive Editor/News **Bob Brown** offered these tips for any business units interesting in adopting the offbeat feature approach:

- **Be the reader.** "Sometimes we're trying so hard to think about the technical angle of every piece of news we overlook the interesting stuff that people would talk a lot longer about. Put yourself in the shoes of a normal person and say, 'What do people want to read about?'"
- **Create good packaging**. "Be sure there are nice graphics and catchy headlines." Some of the headlines for past Wider Net features: 'This net screams' (about a networked roller coaster); and 'As the techie crow flies' (technology that simplifies air travel in underserved markets).
- **Stay focused**. "I like these stories to zoom in on a topic. You can always do another story later on the tangents."
- **Think outside the box**. "Almost any story could have a Wider Net element. The Wall Street Journal has done plenty of A-Hed stories from the front lines in Iraq. These generally aren't funny stories, but they might have funny or unusual aspects to them."
- **Find great characters**. "[Senior Editor] **Carolyn Duffy Marsan** said that in her piece about Cisco's CCIE exam (Feb. 20, 2006), which is really tough, she interviewed a handful of test takers, but it wasn't until the fourth or fifth one that she found a guy who passed on the first try, giving her story another element."

One on one

continued from page 3

gration with these other products (similar to how the components of Microsoft Office work together). The Adobe/K4 products also had many features that the Quark/QPS products did not, including much better XML functionality, which will allow us to integrate our print workflow with our online workflow in such a way as to make publishing to both mediums almost fully automatic. The advantages to all of this are happier, more productive designers, a more efficient production and copy desk operation, and an even faster time to market for our products, especially our online stories.

Q What do you see as the long-term prospects for IT print publications in general and InfoWorld in particular?

A While technology marketing (and buying) continues to fragment, technology media continues to consolidate. These trends create an opportunity to build new media business around these changing technology, media consumption and globalization trends. The key is less about our medium, be it online, events, or print, and more about helping IT buyers and sellers improve their organizations through innovative use of information technology.

February 27, 2006

Analyst Educator (IDC)

IDC has a unique opportunity for an Analyst Trainer to work with the IDC Education department. In this highly visible role, this person will be the primary leader for the New Analyst skills training as well as some advance analyst skills training programs. They will work closely with the internal and external educational staff on instructional design and development of new programs for the IDC community, examples of past programs include: working with outside vendors to create customized presentation and writing skills programs as well as internal subject matter experts to develop courses like Generating Optimal Information and Creating Dynamic Research. This role will have an active role and voice in the Research Content Board and help to make sure that the research community is represented as well as aware and communicated to (either in training programs or in written policy) about changes to the IDC documents and methodology's. This role is also a member of the Research Quality Board and will work with top senior managers in the organization to review and select award winning pieces of research. If you are looking for a highly visible role working with senior managers across the organization, this is a one of kind opportunity. This position can either be a part-time position or an opportunity for a full-time analyst who could spend 40-50% of his/her time as an Analyst trainer. In the latter dual role, the HR/Education department will provide funding to your current P&L to off-set cost and/or help for an additional hire to your program. Therefore, if you want to work part time or need a way to supplement your P&L and have a sincere desire to represent and educate the IDC analyst community, this maybe the role for you. ***Location: Framingham, MA***
Contact: idc_jobs@idc.com, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Corporate Governance (IDC)

IDC's Compliance and Business Assurance Analytics program is seeking a Sr. Research Analyst who is interested in the impact of compliance on technology investments and is knowledgeable about enterprise applications, particularly in the area of finance and ideally familiar with the emerging applications to support compliance and related processes. The Analyst will play a key role in the program in all aspects of research and consulting activities. IDC's Compliance and Business Assurance applications service provides a cross-disciplinary solutions view of applications and enabling technologies being brought together to address compliance requirements such as Sarbanes-Oxley and evolving enterprise risk management initiatives. The Sr. Research Analyst will cover vendor and product competitive positioning and opportunities in the worldwide and North American market for compliance and risk management applications, and software to automate key enterprise processes such as fraud detection, tax, treasury, contract management and revenue recognition. The Sr. Research Analyst will be responsible for program support to gather qualitative and quantitative information, synthesize and analyze industry trends in a logical and forward thinking manner, write and publish research reports, develop market forecast and market revenue share reports, analyze and report on demand-side survey data, and support client inquiries and briefings. The position will require the development of in-depth knowledge of the relevant market, and vendors' service offerings and strategies through regular contact with vendors and customers. The Analyst will also work with clients and prospects on tactical and strategic planning, participate in and lead consulting engagements, present research and insight at industry events, to clients, and to the trade and business press, and work closely with IDC sales and marketing to develop client prospect strategies and communicate/promote IDC's subscription research and consulting. We are seeking an analyst with an understanding of the regulatory landscape, including US and worldwide regulations and internal corporate governance initiatives. Familiarity with enterprise risk management initiatives is a plus. 4+ years of business experience is required. Knowledge of financial applications, performance management applications and some familiarity with content management applications is preferred. A bachelor's degree, as well as a CPA or MBA and/or related software product management or implementation experience is required. Candidates must have demonstrable writing, presentation and spreadsheet modeling and analysis skills. Must be able to work both independently as well as with a team in a collaborative environment and have the ability to develop business, drive the strategic future of the program and identify future business opportunities for IDC. Some travel is required. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Digital Prepress Specialist (IFW)

InfoWorld Media Group is looking for an organized, detail-oriented Digital Prepress Specialist available for part-time (30 hours/week) work. Much of the work will be checking InDesign files for errors and making necessary corrections; checking Photoshop images for proper specs and quality; and using Acrobat to manipulate files received from outside agencies to fit our specifications. Candidates must have 2 years experience in prepress/publishing in a production role, must have solid experience using the Macintosh platform to prepare files for offset printing, and must be an expert with the Adobe Creative Suite, especially InDesign/ Acrobat/ Photoshop. Some experience with HTML/web graphics and scanning, and an understanding of color correction and color management also desirable. (This is NOT a design or artist position.) ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: kate_coldwell@pcworld.com

Senior Editor (IFW)

InfoWorld, the leading weekly magazine and website for IT managers, is seeking an experienced, motivated Senior Editor to assign and edit the highly trafficked TechWatch section. This is a leadership position that requires a keen eye for timely, interesting stories and the ability to apply sharp analysis to newsworthy items under tight deadlines. The Senior Editor will also write short items and occasional features on a regular basis and contribute to the Tech Watch blog. The successful candidate should have at least 5 years experience in the IT press, with extensive industry contacts and a good command of technology and industry issues. Preferred location is either InfoWorld's San Francisco office or Boston bureau. Please send clips along with your resume.
Location: San Francisco, CA or Boston, MA
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Copy Editor (MAC)

Macworld magazine is looking for a copy editor to copyedit manuscripts, layouts, and page proofs for spelling, grammar, house style, tone, logic, formatting, and consistency. Other duties include entering corrections; proofreading final proofs; tracking copy and art elements; line editing as necessary; helping to maintain the house style guide and checklists; performing office-related organizational duties specific to the copyediting department; writing and editing miscellaneous copy as needed (such as captions, titles, and blurbs for the table of contents); and working with the editorial, production, and art departments to ensure consistently excellent content in an international, award-winning magazine. Proficiency with QuarkXPress and/or InDesign and Microsoft Word is required. Candidates must be familiar with The Chicago Manual of Style and should have at least two years worth of copyediting experience, preferably for a monthly publication. Qualified applicants will have a proven ability to meet strict deadlines, be highly organized and minutely detail oriented, and be able to work in a collaborative environment. ***Location: San Francisco, CA***
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Account Executive, Inside Sales (PCW)

PCWorld.com has an exciting opportunity for an energetic and highly motivated sales professional to join its team. This Inside Sales Account Executive will be responsible for prospecting 2nd & 3rd tier accounts nationwide. In this role, s/he will partner with Account Managers and be a key part of the team effort to generate new business. The ideal candidate will have a strong inside sales background, good research and listening skills, and the ability to map the marketing needs of a potential customer with PCW's range of online products. Candidates should be familiar with the technology market, understand online advertising offerings, and have excellent communication skills, as well as a proven track record of inside/outside sales success. Strong computer skills and 3+ years of experience required. ***Location: Framingham, MA***
Contact: M. Carroll, Fax: 508-872-6912, Phone: 508-370-0842, Email: michael_carroll@pcworld.com

IDG Research Services at-a-glance

Founded: 1987

Location: Framingham, Mass.

Manager: Janet King, VP, research; janet_king@idg.com

Number of employees: Nine; Longest serving employee: **Claudette Sears**, production manager, with the group for 19 years; newest employee: **Kirsten Fournier**, online research technologist, Jan. 2006.

Primary vs. secondary research

According to IDG Research Services VP, Research **Janet King**, primary research can take many forms — focus groups, Web-based surveys, mail surveys, telephone surveys — but it involves collecting information through a custom-designed program to meet a client's specific need or objective. A primary research project would be the recently completed IDG Media Habits study or the upcoming exit survey IDGRS will be conducting with attendees of Hewlett-Packard's "Change Artists" series of webcasts.

Secondary research uses existing sources of information, such as analyst reports and financial reports, to fulfill the client's needs. For example, IDGRS uses a variety of secondary information sources, such as corporate intelligence site Hoovers.com, the U.S. Securities and Exchange Commission's 10-K and 10-Q filings and analyst reports, to compile key facts and figures on the leading networking companies for the annual Network World 200 issue. Most of the work IDGRS does would be considered primary research, King said.

IDG Research

continued from page 1

tegrated media programs has increased dramatically in recent years. We are also fielding frequent requests for research to evaluate webcasts and microsites." She added that from a methodology standpoint IDGRS has seen a "huge shift" in data collection methods, with Web-based research surveys now accounting for nearly 80% of the research it produces. (Six to eight years ago data collection efforts were more equally divided among online, mail and telephone studies.)

IDGRS is currently conducting online research for the Hewlett-Packard Co. "Change Artists" integrated program recently landed by IDG Corporate Sales, IDG Global Solutions and IDC (see IDG World Update, Jan. 16, 2006). "We are responsible for conducting an exit survey among 'Change Artists' program attendees globally," King said. "The goal of the research is to help evaluate the effectiveness of the program and measure its impact on perceptions of HP."

"We have also done integrated marketing effectiveness research for Sybase and Oracle for integrated print/online campaigns that ran in 2005," King said. The goal was to demonstrate to advertisers and agencies the impact of integrated programs on brand awareness, perceptions and purchase consideration. "The Sybase program was for CXO Media, while the Oracle program was a pan-IDG effort coordinated through IDG Corporate sales but touching CIO, Computerworld, InfoWorld and Network World," King said.

IDGRS recently instituted an online survey program that allows it to program and deploy Web-based surveys in-house. King said this capability had previously been outsourced, and "bringing it in-house will result in improved service for all our clients."

Other types of primary and secondary research studies (see box) IDGRS conducts include technology adoption studies, reader profile studies, product concept testing, customer satisfaction research and creative and advertising effectiveness research.

IDGRS is currently designing and conducting a two-part global research program for Unisys and CXO Media's Custom Publishing Group on outsourcing. The results from the research will be included in two white papers produced by CXO Media.

"The majority of the work we do is customized to meet each client's unique objectives," King said, "but we do have several branded research solutions." One of those is AdGauge®, IDGRS' proprietary advertising-recall study that measures readership, reader interest and reader reactions to advertising in a publication. AdGauge ranks ads in terms of readership percentages and compares each ad's performance against the average readership percentages for the rest of the issue, the same ad category and same ad type.

*The IDG Research Team (back row, l-r): Online Research Technologist **Kirsten Fournier**, Competitive Analysis Analyst **Albie Minkovitz**, Business Manager **Nancy Koral,** Research Analyst **Joanne Oteri** and Syndicated Research Analyst **Seanna Maguire**; front row: Production Manager **Claudette Sears**, VP **Janet King** and Research Manager **Jen McKean**. Missing: Director of Research **Michele Peoples**.*

AdGauge studies are conducted online via an e-mail broadcast to a publication's subscribers. On average, a broadcast to 20,000 subscribers yields 300 to 400 responses. IDGRS has recently conducted AdGauge studies for CIO, CSO, Computerworld and PC World.

IDGRS' core clients are IDG's U.S.-based business units and technology marketers — vendors, advertising agencies and other media companies. The group has also done work for some international IDG business units including ITWorld Canada. King noted that many people confuse IDGRS and IDC, but the groups generally play complementary, non-competitive roles. IDGRS has designed and conducted various joint InfoWorld/IDC research programs and has occasionally acted as a research supplier for some of IDC's own data collection efforts.

IDGRS also conducts research for non-IDG clients including consumer companies — most recently Blue Shield of California and the National Association of Manufacturers — and non-competitive publishing companies such as EDN Magazine, WoodenBoat Magazine, MIT Technology Review and MIT Spectrum. "Less than 10% of our business comes from consumer companies and non-competitive publishers," King said. "The bulk of the work we do is either for IDG business units or for companies in the tech sector, and our focus will be to continue to grow our business in those industries."

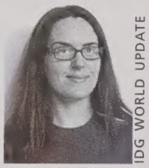
Contact Janet King at janet_king@idg.com. WU

noteworthy people

New employees

Margossian
PETER SHORT

IDC Framingham has hired **Michael Margossian** as an associate research analyst in its Storage Software Tracker group. He previously worked in technical sales support with EMC and earned a B.S. in computer information systems from Bentley College in Waltham, Mass. *mmargossian@idc.com*


Campbell
IDG WORLD UPDATE

Keri Campbell is PC World's new sales associate, coming from San Francisco Mart where she was an office manager. She holds a B.S. in theater and theater performance from Illinois State University in Normal, Ill., and enjoys music and painting and claims to be an "amateur know-it-all." *keri_campbell@pcworld.com*

Ames
IDG WORLD UPDATE

The IDG News Service's Boston office welcomes U.S. Correspondent **Ben Ames**, who was recently senior editor for PennWell's Military & Aerospace Electronics. He has a B.S. in economics from Colby College in Waterville, Maine, and an M.A. in journalism from Columbia University in New York City. The father of two young children, Ben has written a guidebook entitled "Hiking Massachusetts." *ben_ames@idg.com*

Solheim

Shelley Solheim joins the IDG News Service's New York bureau as U.S. correspondent covering the enterprise server/platform beat. She was previously a staff writer for Ziff Davis' eWeek Magazine and before that an online producer for the National Academy of Sciences in Washington, D.C. She holds a B.A. in English from the College of William and Mary in Williamsburg, Va., where she was a Division 1 scholarship track and field athlete. She still enjoys running, as well as reading, music, cooking and the Boston Red Sox. *shelley_solheim@idg.com*

IDC Latin America has hired **Ana Gabriela del Puerto Alemán** as a research data quality analyst in its Mexico City office. She was previously a customer satisfaction consultant for American Express. Currently studying business administration at the Universidad de Valle de Mexico, she also has a Six Sigma Black Belt from the Tecnológico de Monterrey (Six Sigma is a methodology used for process improvement based on statistical analysis). In her free time she enjoys movies, puzzles and "sometimes TV." *gdelpuerto@idc.com*

Also new at IDC Latin America's Mexico City office is Software and Services Associate Analyst **Maricela De la Cruz Ramírez**. She was previously a consultant at DMR Consulting, working in application development and process flow. She holds a B.A. in civil engineering from the University of the Autonomous of State of Mexico and an M.S. in engineering quality from the University Iberoamericana. She stays current by taking business administration and statistics courses and teaching mathematics. *mcruz@idc.com*

Ryan
PETER SHORT

Previously marketing and sales manager with iPark Boston, **Sean Ryan** joins IDC Framingham as a research analyst with its Mobile Markets group. He holds a B.A. in communications from the University of Massachusetts/Amherst and an M.B.A. with a focus on information technology from Bentley College in Waltham, Mass. In his free time he plays the guitar, travels, scuba dives, snowboards and plays golf. *sryan@idc.com*

Previously an administrator with the New Life Community Church, **Renee Sinicki** joins IDG Framingham as IS operations coordinator. She holds a B.S. in business administration with an emphasis on production planning and inventory control and an A.S. in aeronautical science with Embry-Riddle Aeronautical University. Renee is also a certified flight instructor for single and multi-engine planes and gliders. In her free time she rides and fixes motorcycles, studies at a local seminary and is the webmaster for a domestic violence organization. *renee_sinicki@idg.com*

New at IDC California in San Mateo is senior account executive **Joe Stoken**. He was previously an area sales manager with Semico Research Corp. and earned an B.S. in business administration and finance from San Jose (Calif.) State University. Away from the office he enjoys mountain biking and making electronic music. *jstoken@idc.com*

IDG World Expo in Framingham has hired **Jordan Casey** as an exhibitor marketing specialist; she was previously a marketing coordinator with Thomson Course Technology. A graduate of Hamilton College in Clinton, N.Y., she holds a B.A. in history and enjoys visiting art museums, going to the beach and reading. *jordan_casey@idg.com*

Previously director of program management with Ziff Davis Media, **Morris "Mo" Barrett** joins IDG Corporate Sales as director, Integrated Project Management. He majored in history at Princeton University in Princeton, N.J., and enjoys skiing, squash and playing the violin and guitar. *morris_barrett@idg.com*

Fu
PETER SHORT

David Fu is IDC Framingham's new business analyst, coming from his role as financial analyst with First Marblehead Corp. in Boston. He holds an M.B.A. from the University of Notre Dame in Notre Dame, Ind., and enjoys soccer and football. *dfu@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Classified ads on IDG Central

Looking ahead to your next vacation? Check out the vacation rentals on IDG Central. Among the offerings are rentals in the following locations:

- Maine
- Cape Cod, Mass.
- Grand Cayman Island
- Miami Beach
- Wales

Also two IDG Spain employees are offering to host exchange students. For these ads and more, go to http://www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Paul Bonarrigo *Mac Publishing*

20

Anne-Lise Wang *IDC Nordic*

19

Susan Narta *InfoWorld*

18

Chris Guio *InfoWorld*
Miklos Cocron *IDG Germany*

17

Evilee Ebb *Network World*
John Pickett *IT World Canada*
Uschi Istavrinos *IDG Germany*

16

Ben Barbante *InfoWorld*
Michalina Nowakowska *IDG Poland*
Thomas Wilms *IDG Germany*
er Andersen *IDC Nordic*

15

David Cobb *PC World*
Reinhard Prasse *IDG Germany*

14

Harry McCracken *PC World*
Anders Lotsson *IDG Sweden*
Susanne Arildsen *IDC Nordic*

13

Amy Bartulis *InfoWorld*

12

Jason Snell *Mac Publishing*
Lisa Nilsson *IDG Sweden*
Stefan Kaczmarek *IDG Poland*
Peter Vermeulen *IDC Benelux*
Jens Stark *IDG Netherlands*

11

Diane Ryczek Rae *PC World*
Stan Erhart *PC World*
Paul Krill *InfoWorld*
Mark Hobson *IDG Australia*
Damian Sicking *IDG Germany*

10

ric Knorr *InfoWorld*
Thomas Cloer *IDG Germany*
Carlos Chenel *IDG Spain*
Pia Ylinen *IDG Sweden*
Camilla Lindvall *IDG Sweden*

9

Héctor Pina *IDG Venezuela*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*
Alan Tang *IDC Hong Kong*
Nobuo Iehara *IDG Japan*
Cort Isernhagen *IDC*
Lene Winther *IDC Nordic*

8

Bronwen Cleary *IDC*
Rick Sandoval *Mac Publishing*
Agnieszka Switkowska *IDG Poland*
Antoni Bielewicz *IDG Poland*
Sofia Thorsson *IDG Sweden*
Sarah Osborne *IDG Global Solutions U.K.*
Erik Kolrengen *IDG Denmark*
Wayne Hetherington *IDC*

7

Tracy Yee Vaught *PC World*
Jon Seff *Mac Publishing*
Eleanor Storch *IDC*
Anders Emretsson *IDG Sweden*
Caroline Brooks *IDG Global Solutions U.K.*
Sandrine Chiloti *IDG France*
David Tapper *IDC*

6

Cindy Crow *PC World*
Lisa Huck *PC World*
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*
Ed Albro *PC World*
Paul Shinhira *PC World*
Urban Lindstedt *IDG Sweden*
Jesper Landén *IDG Sweden*
Jon Dowling *IDG Australia*
Lina Vikman *IDG Sweden*
Maarten van Hage *IDG Netherlands*
Patrick Val *IDG Netherlands*
Hansjörg Honegger *IDG Switzerland*
Timothy Grieser *IDC*

5

Joe Crocenzi *InfoWorld*
David Lake *PC World*
Sabine Anegg *IDG Germany*
Koen Zijm *IDG Netherlands*
Ruth Klumpp *IDG Switzerland*
Ki-Seok Ha *IDC Korea*
Benoit Huet *IDG France*
Papa Niang *IDG France*
Jiro Arai *IDG Japan*
William Stofega *IDC*
Daniel O'Boyle Kelly *IDC Nordic*
Marie Louise Hasbo *IDC Nordic*

4

Geoff Sturm *PC World*
Volker Richert *IDG Switzerland*
Dominique Carlier *IDG France*

3

Rick Rizner *PC World*
Mikael Zackrisson *IDG Sweden*
Srinivas Injam *IDC Australia*
River Jung *IDC Korea*
John Kim *IDC Korea*
Dave Nishant *IDC Singapore*

2

Anna Ekström *IDG Sweden*
Eli Soares *IDG Brazil*
Mercie Clement *IDC Australia*
Mylene Buensuceso *IDC Philippines*
Wasupote Kittisubkul *IDC Thailand*
Coby Smith *IDC*
Paul Hands *IDC*

1

Kevin Barden *PC World*
Craig Sullivan *IDG List Services*
Claire Baker *IDG New Zealand*
Jessie Despres *Connell Communications*
Judy Gagne *Connell Communications*
Edite Lopes *IDC Brazil*
Katja Staffetius *IDG Germany*
David Witassek *IDG Switzerland*
Leigh Worthing *IDC U.K.*
Daisuke Sasaki *IDG Japan*
Robert Tons *IDC*
Tonny Rasmussen *IDC Nordic*

Business units are welcome to send anniversary information to *IDG World Update* at world_update@idg.com.

Coming up

Cambodia ICT Expo & Conference
March 1-4
Phnom Penh
Cambodia
http://www.idg.com.vn

Directions 2006
March 2
Hynes Convention Center
Boston
http://www.idc.com

Computerworld Premier 100 IT Leaders Conference
March 5-7
JW Marriott Desert Springs Resort
Palm Desert, CA
http://www.premier100.com

Directions 2006
March 7
San Jose Convention Center & Cultural Facility
San Jose, CA
http://www.idc.com

CSO Perspectives "Advancing the Strategy; Advancing the Profession"
March 19-21
Hyatt Huntington Beach Resort
Huntington Beach, CA
http://www.csoonline.com

Innovation Forum
March 28-29
Sheraton Roma Hotel
Rome
http://www.idc.com/italy

LinuxWorld Conference & Expo
March 28-30
Sydney Convention and Exposition Centre
Sydney, Australia
http://www.linuxworldexpo.com.au

Vietnam Hi-Tech Fair
March 30-April 2
Hai Phong
Vietnam
http://www.idg.com.vn

Computerworld Storage Networking World
April 3-6
Manchester Grand Hyatt
San Diego, CA
http://www.snwusa.com

celebrating 10!

Name
Wang Dongmei

Home
Beijing

Joined IDG
July 1, 1995

Career path
July 1995-December 2003, general assistant, Expo Division, China Computerworld; January 2004-present, director of Business Cooperation Department, Expo Division, China Computerworld.

What's kept you at IDG for 10 years?
The administration full of humanity, the team full of passion, and the industry full of challenges.

Best part of your job
Feeling a sense of accomplishment.

Moment at work you will never forget
I felt so fulfilled and relieved when I walked on the quiet street at three in the morning after finishing a special brochure for CCW Expo.

Most challenging part of your job
The changing demands of clients.

Best way someone could compliment you on your work?
Say "There will be no problem if you ask Dongmei to do it."

Of what accomplishment at work are you most proud?
I signed a contract worth US$70,000 for the Optinet China Conference 2002.

Interests outside the office
Sports and traveling.

Family
My husband and my 12-year-old daughter Wang Xinzi.

*IDG Chairman **Pat McGovern** hosted a lunch in Beijing for IDG employees, including China Computerworld's **Wang Dongmei**, who have celebrated 10th anniversaries with the company.*

What did you want to become when you were a child?
A doctor.

If you won the lottery tomorrow, you would...
Be the same as usual.

Favorite vacation spot
The seaside.

Your idea of a perfect day alone?
Cleaning my home completely and enjoying the sunlight in the clean room.

Retirement dreams?
Traveling and visiting old friends.

Manager's profile
"Wang Dongmei is the most experienced staff member in our department, and she is very diligent and conscientious. She has organized many conferences and expos that have had a significant impact on China's IT industry. She has played an important role in improving the standards of conferences and expos at CCW and the growth of the industry."

— Jin Yuzhong, assistant president of China Computerworld Publishing and Servicing Co. and publisher of China Computerworld

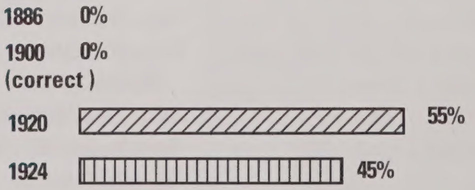
IDG Central password reminder

Please note that recent changes were made to the IDG Central and IDG News Service sites that now allow you to use the same password for both sites. If you currently have a login and password for the IDG News Service, use those to access IDG Central. Once you log onto IDG Central, there is a form that will allow you to change your password. If you choose to do so, the new password you select will then work for both IDG Central and the IDG News Service.

If you do not currently have access to the IDG News Service site, you may continue to access IDG Central as you always have. If you still have problems logging in, send an email to idgcentral@idg.com.

Question of the Week for Feb. 20

When were women allowed to compete in the modern Olympics?



Log on to http://www.idgcentral.com to vote on this week's question: How do you print your digital photos?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Melissa Buhagiar *InfoWorld*
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Glenna Fasold *Network World*
Tom Norton *Network World*
Karen Ren *IDG China*
Sandy Wong *PC World*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG **World**Update

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WWW.IDGCENTRAL.COM

Open Source Business Conference comes into its own

Event attracts key executives, venture capitalists and other decision makers

Almost a year into its co-ownership of the Open Source Business Conference (OSBC), the staff at IDG World Expo knows the event is an important component in its portfolio. The fourth OSBC, held Feb. 14-15 at the Argent Hotel in San Francisco, drew 600 open source executives, venture capitalists, attorneys and other decision makers who develop businesses that leverage open source software.

> *"What we're most proud of is that there wasn't a single executive from a major open-source company who wasn't there."*
>
> *— IDG World Expo Brand Vice President Melinda Kendall*

"What we're most proud of is that there wasn't a single executive from a major open source company who wasn't there," said World Expo Brand Vice President **Melinda Kendall**, who said all the sessions were standing-room only. Keynote speakers included Jonathan Schwartz, president & COO, Sun Microsystems; Bill Hilf, director, Platform Technology Strategy, Microsoft Corp.; Mitch Kapor, president and chair, Open Source Applications Foundation; Peter Graf, executive vice president, product marketing, SAP AG; and Peter Thiel, co-founder of PayPal and president, Clarium Capital.

SHELLY BOURBEAU

*The OSBC team includes Conference Services Coordinator **Meredith Roberts**, Brand Vice President **Melinda Kendall**, Senior Marketing Specialist **Jodi Williston** and Operations Manager **Nora Risti**.*

continued on page 7

IDG sells Bio-IT World to Cambridge Healthtech Institute

Most employees will make transition to Newton, Mass., conference producer

IDG last week announced the sale of its Bio-IT World Inc. media and events properties to Cambridge Healthtech Institute (CHI). CHI, based in Newton, Mass., is a leading conference producer for the life sciences industry and has produced more than 300 conferences in the U.S. and Europe over the past 14 years.

Thirteen of Bio-IT World's 15 employees will transfer to CHI. They will continue to work out of Bio-IT World offices in Framingham, Mass., for the next several months, eventually relocating to join the 60 employees of CHI. IDG will maintain a minority equity position in Bio-IT World.

Launched in March 2002, Bio-IT World has grown from a single 10-times-per-year publication to include a range of online and event businesses. (See (http://www.bio-itworld.com). However, the combined life sciences and technology market has failed to materialize to the extent envisioned five years ago, noted IDG Communications President **Bob Carrigan**. "Building a media business focusing on the intersection of IT and life sciences has been challenging, but the team at Bio-IT World has done a great job of launching award-winning products. CHI is a company that is entirely focused on the life sciences space, and the combination of Bio-IT World and CHI positions the new company to be the leader in life sciences information and events."

In addition to Bio-IT World, CHI has recently purchased Pharmaceutical Discovery and PharmaWeek. "Bringing these three publications together allows CHI to provide comprehensive coverage and marketing programs across important life sciences sectors," said CHI President Phillips Kuhl.

The sale comes five weeks before Bio-IT World's Life Sciences Conference & Expo (previously known as Bio-IT World Conference & Expo) in Boston. CHI's Kuhl said that the company intends to continue to grow "this important event in one of the world's leading life sciences research centers."

Inside this issue

MacMania Cruise offers unique educational experience *page 2*

One on one: VP/General Manager Computerworld.com Martha Connors *page 3*

IDC Italy's Security Conference attracts almost 800 registrants *page 4*

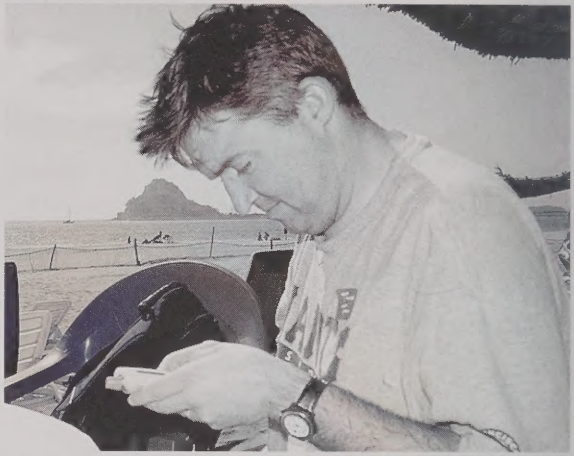
Financial Insights' Doug Jaffe earns top analyst award *page 5*

IDC launches Government Insights company *page 5*

Celebrating 10: IDG Senior VP Colin Crawford *page 8*

MacMania Cruise offers unique educational experience

Macworld editors savor chance for 'quality time' with readers, Mac luminaries



*Mac Publishing Editorial Director **Jason Snell** hard at work on his Palm Treo 650 in Mazatlan, Mexico.*

It was "Macs ahoy!" as more than 200 Macintosh aficionados set sail last month from San Diego for the Mexican Riviera on the "ms Oosterdam" for an eight-day educational cruise produced by Mac Publishing and Geek Cruises of Palo Alto, Calif.

Now in its fifth year, the MacMania Cruise sails twice a year (the July 2005 cruise toured the Baltic Sea) and gives Mac users, both new and experienced, a chance to study with some of the industry's leading Mac experts (Apple Computer, Inc. co-founder Steve Wozniak participated in a previous cruise). Among the Macworld staffers who were onboard — and online — last month were Senior Editor **Christopher Breen** and Editorial Director **Jason Snell**.

> *"I have never spent money or time more wisely. The cultural and technical learning on these cruises is beyond what I'd hoped for. The people we've met along the way are unforgettable. The Mac pros are simply great!"*
>
> — *Dr. Steve Ragatz, cruise participant*

"Although the cruise is a lot of fun, it's also a chance for us to spend some quality time with enthusiastic Mac users and Macworld readers," Snell said. "Macworld Expo is four days of frantic meetings and product announcements. On the cruises, we've got a week of relaxed time to really talk in depth with these Mac users, learn how they're using their Macs, and what issues they really care about."

Snell added that the cruise also helps guide the editorial direction of the magazine. "Spending time with readers helps a lot, and visiting with the movers and shakers of the Mac community who are aboard as speakers helps us get their perspective as well."

Computer graphics and design expert Deke McClelland leads one of several classes on Adobe Photoshop during the recent MacMania cruise.

Some of the 22 classes on the Mexican cruise included "The Ground Floor Guide to the Macintosh," "Advanced iMovie: Beyond the Birthday Party" and "The Wow Factor: One-Click Solutions in Photoshop." Classes are held while the ship is sailing between ports, so attendees have plenty of time to enjoy their time ashore. Every evening an "Ingenious Bar" of Macintosh experts, including Snell and well-known technology broadcaster Leo Laporte, offered one-on-one advice and answers for an hour in the ship's bar. Snell said the cruises turn out to be "50% educational, 25% entertainment and 25% community. When we're at sea, it's all about the Mac, but when we're in port, we're all on vacation in an exotic port."

"I have taken my family of up to eight people on four of the MacMania cruises so far," said Dr. Steve Ragatz. "I have never spent money or time more wisely. The cultural and technical learning on these cruises is beyond what I'd hoped for. The people we've met along the way are unforgettable. The Mac pros are simply great!"

Both podcasts and blogs were produced on both the Baltic and Mexican cruises (there were more than a dozen blog items on the Baltic trip alone). "Other Mac users want to know and/or hear about what these events are like and who spoke on what subject," said Snell, who both wrote blog entries and produced on-board podcasts using the ship's satellite Internet connection. "They're also good marketing vehicles for spreading the word about MacMania and Geek Cruises." (Blog entries for the Mexican and Baltic cruises can be found at: http://www.macworld.com/topics/macmania/index.php.)

The next MacMania cruise will tour the Western Mediterranean in July. For more information go to http://www.geekcruises.com/top_b/mm045_top.html. For more information on MacMania contact Mac Publishing Marketing Manager **Kasey Galang** at kgalang@macworld.com. For more information on Geek Cruises, go to http://www.geekcruises.com.

one on one the interview

Martha Connors
The VP and general manager of Computerworld.com is this week's guest columnist. Reach her at martha_connors@computerworld.com.

"Growing the lead-generation part of our business is a very significant goal this year and next, but display (banner advertising) is not to be forgotten. My personal crystal ball says that we may see a swing back to branding initiatives online, and it will continue to be a vital part of our business."

Q How is the new design for Computerworld.com planning to leverage content from other IDG Web sites to your mutual advantage?

A All of the online businesses across IDG have agreed to share both related links and search results from sister sites. This is a great step forward in how we do business together. We cannot contain our online reader audience; in fact, offering them opportunities to go to relevant content across all our sites will create a stronger bond with our readers and increase traffic for us across all sites.

Q What are your plans for paid search on Computerworld.com, and what are your thoughts on the best way for publishers like IDG to engage the opportunity around search going forward?

A Again, there is a pan-IDG initiative in development to create a contextual ad market for the IT space. We are building our own keyword-buying product that will go across all sites. This is a great opportunity for IDG to get into the keyword search market and have another important product to offer our advertising customers.

Q What is the current mix of online revenue at Computerworld.com? What do you want the revenue mix to be two years from now, and how do you plan to achieve that?

A Online revenue is generally split between banner advertising and lead-generation programs. We offer both branding and prospecting solutions for our advertisers. Growing the lead-generation part of our business is a very significant goal this year and next, but display (banner advertising) is not to be forgotten. My personal crystal ball says that we may see a swing back to branding initiatives online, and it will continue to be a vital part of our business.

Q What are Computerworld's plans for rich media online? How important a medium do you expect video, in particular, to be for your readers?

A It is extremely important that we develop rich media (podcasts, webcasts, streaming video) on Computerworld.com for both readers and advertisers. CW.com has launched a weekly podcast, "Techcast," which is growing in subscriptions and downloads nicely (both on the site and through iTunes). What we don't know yet, and won't know unless we create these programs, is how much reader interest they will generate, and how much of our efforts should be put against them. Due to the additional efforts and costs associated with rich media, this content must be advertiser supported, and that will be a key element in understanding how much we can grow these content types.

Q What other Web sites are your biggest competitors for readers' attention?

A The usual suspects, actually: Information week.com, eweek.com, TechTarget sites (although our research shows that our readers don't go there as much as we thought). We don't see the IT consumer sites competing with us for mindshare. The likes of CNET or news.com, don't appear as competitors on our radar.

Q Computerworld has recently moved to a new content management system. Do you have any advice for business units planning a similar transition?

A Don't underestimate the complexity of integrating a new content management system if you are combining it with changes to your site publishing strategy. In our case, the redesign itself was the smallest part of the project. The real project was creating an entirely new architecture for the site with a completely new set of publishing rules. The site structure, content rules, and technologies are all changing. Is it worth it? You bet. We'll be able to offer much more sophisticated content packages and timely news for readers. Also, we'll be able to offer more integrated and effective marketing solutions for advertisers.

Q Computerworld recently adopted an "online-first" strategy for all news reporters. Is it too soon to report any results in reaction from users? Any thoughts/advice for others contemplating such a shift?

A It's early to properly forecast the effect of this change, but we are definitely seeing direct traffic increase due to the increased news effort online. For instance, in January we increased our traffic 27% from the prior quarter. No small feat. I'll also say that I am extremely proud of the efforts of our editorial staff. This transformation happened with excitement, tremendous effort, and a remarkably positive attitude for change.

Q Online business models have evolved fairly quickly in the last few years. What have you learned? Where do you see Computerworld's model going in the next two to three years?

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Security stats

According to IDC, security is the No. 1 IT investment priority for Italian companies. IT security spending in Italy is expected to increase 70.2% from 2004 to 2007, well above the expected general IT market growth — 4.5% — for the same period.

Worldwide, IT security market growth for the same timeframe is expected to be 63.1%, also significantly above the general IT market increase (18.2%).

Address book changes: IDC Poland, Russia

IDC Poland has moved to a new address:

BTC - Office Centre
Al. Niepodleglosci 69
Warsaw 02-626
Poland
Tel: +48-22-322-7390
Fax: +48-22-322-7690

IDC Russia/CIS has changed its name to IDC Russia/CID and has new telephone and fax numbers:

Tel: +7-495-739-22-50
Fax: +7-495-739-21-20

End-user groups help promote Italian Security Conference

For the fifth consecutive year, IDC Italy's Security Conference in Milan brought together senior IT analysts, international security experts and IT security managers from major IT companies to explore the significant security issues from corporate, social and private citizen points of view. The nearly 800 registrant figure for the two-day event was on par with 2005, while vendor sponsors (26) and media partners (20) increased by three and two, respectively, compared with last year.

IDC's Security Conference 2006
21-22 Febbraio 2006
IDC
Milano
Local event in Italian

The conference program included all-attendee keynote addresses, small-group discussion sessions, two LABS workshops — narrowly focused sessions conducted by unbiased experts — and case study sessions that described current projects in banking, the industrial sector and public administration.

The conference concluded with a roundtable debate chaired by noted Italian journalist Guido Olimpio that featured Mark Leonard, director of Foreign Policy, London-based Center for European Reform; Edward Luttwak, senior adviser, Center for Strategic and International Studies and Andrea Margelletti, president of the international studies center CeSI. Among the subjects was the role of the Internet in the spread of terrorism, which some speakers viewed as central but another considered secondary to political and cultural dynamics. The Web's potential as a way to build a dialogue among different cultures was also discussed.

For the first time, the conference featured a sponsored workshop that gave one vendor, Websense Italy, the opportunity to be the sole speaker for a single topic. Sponsored workshops have been used recently at other IDC events in Europe. Two new marketing strategies for the conference were also introduced, both of which have also been tried at other regional conferences. Partnerships were forged with three end-user organizations, which promoted the event to their members via newsletters and banner ads on their Web sites. In addition, a series of two different e-newsletters — one to potential sponsors with sponsorship information and the other to attendees with program and speaker details — were sent out every 15 days beginning two months before the conferenece.

Pre-event press coverage has been increasingly important to sponsors, said Senior Marketing Communication Specialist **Claudia Corradi**, and this year's results were "excellent." A month before the conference, previews of the conference, data from IDC Italy and worldwide security studies and interviews with keynote speakers and IDC analysts appeared in three major business magazines, a business portal and an Italian information and communications technologies magazine.

The Security Conference is just one of 15 conferences IDC Italy will organize this year. The IDC Europe, Middle East and Africa conference team, part of which is co-located at IDC Italy in Milan, has a portfolio of approximately 200 events in 2006.

Write to Claudia Corradi at ccorradi@idc.com.

One on one

continued from page 3

A Computerworld will be able to extend its reach to both readers and advertisers significantly in the next three years. Our hairy audacious goal is to grow to three times the size in revenue and traffic in three to five years. (I'll get back to you later with a more definite date.) I know we can get there. What have we learned? What assumptions are we basing this growth on? A few golden rules: Content is king. The brand, and integrity, of Computerworld is also king. Understanding that online is a one-to-one relationship with readers is the name of the game.

Q What's working for you in terms of getting your readers to participate in online communities?

A Community is one of those scary words to me like portal or new economy, and it can mean so many things. For Computerworld.com, community means "peer content." Readers need three sources of information to make decisions and succeed in their careers. 1. They need impartial and expert information (editorial). 2. They need the nuts and bolts information from the vendors. 3. They need advice and best practices from their peers. Peer content for us is in the way we edit our content by seeking many users' points of view. It's also what's happening in blogs. The ultimate content/community site is Slashdot. That model is very interesting and perhaps not possible to replicate, but it's the right kind of goal. I'm not a big believer that peer-to-peer connections are made on a large scale in content environments. I could be wrong, and It sure would be interesting to see what that business model would look like.

*Employees are encouraged to send suggestions for columnists they would like to see in the One on one feature. All questions, including those for IDG Chairman **Pat McGovern** and IDG Communications President **Bob Carrigan**, will be passed along anonymously. Write to world_update@idg.com.*

IDG

Current Jobs, Week of March 6, 2006

BU	Category	Title	Location	Contact	Email	Phone
Bio-IT World						
	Edit	Associate Editor	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Exec	President & GM, Bio-IT World and bio-itworld.cor	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Graphic Designer	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editorial Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	IS	IT Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Sales	Account Executive	San Francisco CA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online	Online Web Developer	Framingham MA	Tanya Bureau	tbureau@cxo.com	508-935-4766
	Online Sales	Online Client Services Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Network Specialist	Framingham MA	Maura Russell	maura_russell@idg.com	
	IS	Systems Specialist	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Ad Traffic	Advertising Operations Specialist	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Legal						
	Legal	Paralegal	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Edit	Senior Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Prod	Digital Prepress Specialist	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Mac Publishing						
	Art/Design	Online Designer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Edit	Associate Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Edit	Copy Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Mktg	Marketing Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Cust Serv	Client Services Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Planner	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Web Application Developer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Online	Community Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Account Executive, Inside Sales	Framingham MA	Michael Carroll	michael_caroll@pcworld.com	508-370-0842
	Sales	Sales Associate	Framingham MA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Tech	Senior Systems and Network Administrator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Intern	Marketing Internship	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	PR	Public Relations Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Director, Sponsorship Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	HR	Analyst Educator	Framingham MA	Debbie Bernardi	dbernardi@idc.com	508-935-4361
	HR	Senior Compensation/Project Specialist	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Specialist, Mobility, Computing, Consumer & Tele	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program VP, Applications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC (cont'd)						
	Research	Research Analyst, Mobile Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, VOIP Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Composite Applications and the Enter	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Corporate Governance	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Tracker Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Director, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Civilian Government	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Government IT Vendors	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

Get ready for the annual

IDG Employee Opinion Survey

March 14-31, 2006

What is it?

The IDG Employee Opinion Survey provides employees with the opportunity to anonymously provide their views in a variety of areas, including IDG as a company, business unit image and leadership, work environment, job training, growth potential, management and compensation/rewards/recognition.

Why do we do it?

The Employee Survey is an important communication tool that provides IDG with critical information on the internal health of the organization. Analyzing the results presents IDG with an opportunity to focus on organizational and employee needs and leverage its strengths to maintain a competitive advantage. The Employee Survey is a powerful tool by which employees can facilitate work place enhancements and organizational change. Over the years survey results have produced positive changes at the departmental, business unit and company-wide levels.

What happens to the results?

Each IDG business unit receives its overall business unit results, as well as the results of individual departments. Business units are expected to share the survey results with employees at departmental meetings, providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the most critical issues to address in the coming year, and submit a copy of this action plan to Pat McGovern.

How do I get access to the survey?

Beginning March 14, 2006, employees at all U.S. IDG business units as well as IDC offices worldwide will receive an e-mail from Research Results that includes a unique password and a link to the Employee Survey online. Employees may complete the survey in one sitting or start and come back later to finish it without losing any previously answered information.

Is the survey anonymous?

Critical to the success of any survey is the respondents' honest and candid feedback. Critical also is the survey firm's ability to provide assurance of respondent anonymity. Because all data submitted by respondents goes directly to Research Results, Inc., an independent research firm, and is captured in a secure database on the Research Results server, the anonymity of individual responses is guaranteed.

For additional information, contact your Human Resources department.

March 6, 2006

Network Specialist (CSG)

IDG's Corporate IT group has an outstanding career opportunity for a Network Specialist in our Framingham, Massachusetts office. We are seeking a self-motivated, detailed individual with strong communication skills. Responsibilities include software installations and upgrades; file backup/ disaster recovery; and technical assistance to name a few. Proven client service skills with 5+ years experience in systems management, configuration and troubleshooting skills in the following operating systems: Linux or Unix, Windows 2X Server, Microsoft Active Directory as well as a strong understanding of TCP/IP. System capacity planning. Knowledge of SAN storage and switches. Configuration of Vmware ESX Server, SANS and PERL scripting a plus.
Location: Framingham, MA
Contact: M. Russell, Fax: 508-988-7972, Email: ccjobs@idg.com

Account Executive (CWI)

Computerworld is seeking an experienced Account Executive to join our team. Based in our San Francisco office, this position will be responsible for providing sales and administrative support for an Account Director. Responsibilities will include: handling a variety of publishing functions from media kit fulfillment to customer service, general office administration, and prospecting in coordination with specialist teams to support the territory. The ideal candidate will have excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Additional requirement include having a strong inside sales background and good research, listening and organizational skills. Proven PC skills and salesforce.com or other web-based CRM tool is required. Bachelor's degree, strong computer skills and 3+ yrs. of experience required. ***Location: San Francisco, CA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Projects and Office Coordinator (CWI)

Computerworld.com is seeking an Online Projects and Office Coordinator to help take us to new heights in the online editorial and operations group. This entry level position reports directly to the Vice President and General Manager of Computerworld.com and will get exposure to all aspects of the exciting and fast paced online business. In support of editorial, the coordinator will work with our freelancers on contracts and payments, keeping careful records of those activities and will work with the newsletter editor to slot content into electronic newsletters. For Audience Development Support, the coordinator will help manage search engine marketing campaigns by handling the purchase and placement of keywords with Google and Yahoo and will track that activity using an online tracking tool. The coordinator will also track monthly financials, contracts and budgets; manage our database of business development opportunities and relationships; and will generally support the team with an able hand in coordinating meetings, filing, customer service and by generally being the person we can't live without. The successful candidate will possess excellent organization and communication skills, keen attention to detail, a willing attitude, and the ability to multi-task in a fast paced environment. Experience and a comfort level for working in a dramatically growing, changing, fast paced business are essential. Candidates must be proficient with the MS Office suite, comfortable learning and working with new technology and have experience with the fundamentals of managing a budget. Experience with or interest in the Internet or electronic publishing is strongly preferred.
Location: Framingham, MA
Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Paralegal (LEG)

IDG's Legal Department seeks a CORPORATE PARALEGAL with a minimum of three years experience either as a corporate paralegal in a large law firm or in-house. Bachelor's degree and paralegal certificate required. Candidate must have excellent organizational, writing and interpersonal skills and experience in corporate records maintenance, trademark and domain name filings. The candidate will also be responsible for general administrative tasks as required by the legal department. Attention to detail and flexibility to assist where needed is a must. Office and Lotus Notes proficiencies; and ability to work as a self-starter a plus. This position requires 20-25 hours per week with some flexibility. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Analyst, Mobile Software (IDC)

IDC's Mobility, Computing, and Consumer Markets group is seeking a Research Analyst to cover the mobile software industry. This position will focus on developing an understanding of the competitive landscape, key trends, and enterprise mobile worker needs within the mobile software market. Responsibilities include tracking and identifying critical success factors and key trends required to build, implement, and deploy enterprise-based mobility solutions. This will include coverage of mobile middleware, mobile infrastructure software, mobile device management, mobile and wireless security, mobile operating environments, mobile enterprise applications, and mobile software development, in collaboration with IDC's software and security analysts. In addition, coverage of the remote control software and remote access services markets is also required. The analyst will develop a solid understanding of the global mobile worker population and various mobility profiles, as well as mobile and wireless deployment requirements in enterprise environments, including which applications are most targeted for mobilization by enterprise customers in both horizontal and vertical industries. The Analyst will be responsible for gathering and analyzing qualitative and quantitative information from top software suppliers and IT professionals to author research studies that provide strategic insights and advice to our clients. Responsibilities include market sizing & forecasting, as well as in-depth company analysis, and tracking technology adoption and usage trends from a software perspective. Other responsibilities include working in collaboration with other IDC analysts to shape our research in mobility, maintain publication deadlines, present research and insight to clients and at industry events, and assisting with custom consulting opportunities as needed. The ideal candidate will be articulate and have strong writing and analytical skills, effectively thrive in a team-based environment, be proficient in the use of Microsoft Excel, and have some knowledge of the mobile and wireless marketplace. A bachelor's degree is required; a master's degree is an added bonus. The position requires the candidate to work out of IDC's Framingham, MA office. Some travel is expected.
Location: Framingham, MA
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets both on the phone and in person. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's and can speak and negotiate with contacts at all levels from CEO to trade show managers. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. The ideal candidate will be someone who can build an annual and event specific sales plan that includes call plans, revenue goal setting and major customer and competitive event visits. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Sales Associate (PCW)

PC World seeks a highly independent Sales Associate to provide top-notch support to the Senior Account Managers at PC World.com and PC World magazine. The ideal candidate will have online advertising experience to include exposure to ad serving technologies, as well as general knowledge of online ad units, advertising campaign reporting & other online reports. S/he should also have experience tracking revenue for forecasting and exposure to @plan or NetRatings (measurement companies.) This self-starter must be able to multitask in a fast-paced, deadline-oriented environment. Key responsibilities include managing sales projects, developing presentations, coordinating travel arrangements and providing general administrative and office support. S/he will also support print and online sales efforts by providing outstanding customer service to clients, maintaining sales/client files and databases, conducting analyses on competition, and facilitating ad production. This position requires top-notch organizational, time management and oral/written communication skills, as well as be familiar with Microsoft Office and Lotus Notes systems. Candidates must demonstrate a high degree of professionalism and an eye for detail. A minimum of 2 years administration experience preferred; familiarity with publishing and online advertising is ideal.
Location: Framingham, MA, Paramus, NJ
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

CSO Perspectives "Advancing the Strategy; Advancing the Profession"
March 19-21
Huntington Beach, CA
http://www.csoonline.com

Innovation Forum
March 28-29
Rome
http://www.idc.com/italy

IDC Outsourcing Forum East
March 28-29
New York
http://www.idc.com

LinuxWorld Conference & Expo
March 28-30
Sydney, Australia
http://www.idg.com.au

Vietnam Hi-Tech Fair
March 30-April 2
Hai Phong
Vietnam
http://www.idg.com.vn

IT Architect Summit
April 3
Minato-ku, Tokyo
Japan
http://www.idg.co.jp/english/

Computerworld Storage Networking World
April 3-6
San Diego, CA
http://www.snwusa.com

LinuxWorld Conference & Expo
April 3-6
Boston
http://www.linuxworldexpo.com

IDC Business Intelligence and Business Process Forum West
April 3-4
Santa Clara, CA
http://www.idc.com

European CIO Conference and Awards
April 4
Frankfurt, Germany
http://www.cio.de/events

CIO Conference 2006
April 4
Milan, Italy
http://www.idc.com/italy

More listings on the Events section of IDG Central.

Financial Insights' Doug Jaffe earns top analyst award

Doug Jaffe, associate research director for Financial Insights Asia/Pacific, is the recipient of the 2005 Meridien Quality Research Award. The annual award, now in its second year, is presented to the Financial Insights analyst who, in the opinion of a panel of judges comprising both internal and external reviewers, has made the most important research contributions during the year.

*Associate Research Director **Doug Jaffe** has been with Financial Insights since its launch in January 2003.*

Jaffe, a five-year veteran of IDC who joined Financial Insights in January 2003 and is based in Singapore, was one of five analysts nominated for the company's top honor for 2005. Other nominees included **Jeanne Capachin**, research VP, Banking; **Damon Kovelsky**, senior research analyst, Capital Markets; **Michael Araneta**, senior manager, Asia/Pacific IT benchmarking; and **Aaron McPherson**, research director, Payments. McPherson was the winner of last year's Meridien Award.

Nominated analysts submit three pieces of research, which are scored in the following categories:

- Intelligence
- Forward Thinking
- Unbiased and Trustworthy
- Collaborative
- Entrepreneurial
- Industry & Segment Expertise
- Tour de Force

Judging is done by five members of Financial Insights senior management team including COO **Michon Schenck**, Group VP Banking and Insurance **Bill Bradway**, Group VP, Capital Markets and Risk Management **Debbie Williams**, VP, Sales **Brien Henderson**, and Director of Marketing **Deborah Stark**, as well as an outside panel of three judges, which, this year, included: **Frank Gens**, senior VP, IDC; Sharon Fuller, senior VP, business development, PHH Corp.; and Ken Sawyer, managing partner, Saints Venture.

The award, which includes a cash bonus, an office plaque and a personalized desktop award, was presented by Schenck, via conference call during a company meeting last month. In presenting the award, Schenck noted: "Doug has been a consistently strong research analyst and continues to provide essential guidance to our Asia/Pacific Banking clients. We are pleased and proud to have Doug recognized as this year's Meridien Quality Research Award recipient."

Financial Insights is the first of five end-user research services business launched by IDC during the past several years. Created by merging IDC's existing Financial Services Advisory Group with the then-five-year-old Newton, Mass.-based Meridien Research Inc., which IDC purchased in November 2002, Financial Insights was officially launched in January 2003. Since then, IDC has added Health Industry Insights (September 2005); Energy Insights and Manufacturing Insights (both launched in January 2005); and Government Insights (February 2006). WU

IDC announces launch of Government Insights

IDC last week launched Governments Insights, the fifth member of its growing family of end-user focused research and advisory companies. The new company will provide government executives and the vendor community serving the government with research, business cases, benchmarking and best practices on the use of IT.

Under the leadership of **Teresa Bozzelli**, chief operating officer and managing director, the McLean, Va.,-based group will provide advisory and consulting services designed to enable its clients to:

- Better justify, select and implement technology to improve the effectives, efficiency and quality of performance and service.
- Manage technology programs with increased confidence of success.
- Demonstrate results through the integration of technology as a strategic investment — and not as an expense.

"Technology is changing the way governments, on a global scale, are operating today," Bozzelli said. "Government Insights' research and advisory services will empower executives to demonstrate and maximize the value of their technology investments as well as implement technology to improve government performance."

IDC's other Industry Insights companies include Financial Insights, Energy Insights, Health Industry Insights and Manufacturing Insights.

*Visit http://www.government–insights.com for more details or contact **Teresa Bozzelli** at tbozzelli@idc.com.* WU

noteworthy people

New employees

Shelton

MICHELE NELSON

Cory Shelton joins IDG Entertainment as a senior account representative, coming from CNET where he was an account executive. He holds an M.A. in speech communications from San Jose (Calif.) State University and enjoys snowboarding, surfing and playing the piano and guitar. *cshelton@gamepro.com*

Tiwari

Regional Manager, West, **Swatantra Tiwari** comes to IDG India from his roles at United Colors of Benetton and Moevenpick. He holds an MBA with a major in marketing and a minor in finance from the Institute for Integrated Learning in Management in Calcutta. Away from his desk he enjoys reading biographies and "watching ads on television with movies and songs in between." *swatantra_tiwari@idgindia.com*

Bagley

PETER SHORT

Karen Bagley joins IDC Framingham as a marketing specialist in the Ideas and Services group. She was previously a project manager with Ethics, Inc. and holds a B.S. in marketing from Providence (R.I.) College. In her free time she enjoys dancing and skiing. *kmbagley@idc.com*

Barton

IDG WORLD UPDATE

Previously a subeditor with The Newcastle Herald in Australia, **Michael Barton** joins InfoWorld as an online editor. He earned a B.A. in environmental studies from the University of California/Santa Cruz and also studied journalism at San Francisco State University. After moving his family from Australia to San Francisco "and surviving," he said he has little time for hobbies but plans to explore the Bay Area with his two young sons. *mike_barton@infoworld.com*

Returning employees

Randag

IDG WORLD UPDATE

Once a reporting analyst with PC World, **Anna Randag** returns to IDG as lead-generation project manager with Infoworld.com. Most recently she was a marketing analyst with Paradysz Matera handling print direct marketing campaigns. She holds a B.S. in computer information systems from Indiana University and enjoys tennis, golf and hiking. *anna_randag@infoworld.com*

Levitt

PETER SHORT

After 11 years, **Lee Levitt** returns to IDC as research director, Sales Executive Service. He left IDC in 1995 to join an Internet startup and then ran market development, business development or marketing for several technology companies. He also started and ran several companies, including a technology services aggregator and a marketing consultancy. Most recently, Levitt was the head of analyst relations for Novell's professional services and industry activities. He holds a B.A. in economics from Colgate University in Hamilton, N.Y. A competitive cyclist, he rides with the Boston Road Club and has raised more than $35,000 for cancer research. Two years ago he completed a 140-mile, one-day bike ride from Needham, Mass., to Provincetown, Mass. *llevitt@idc.com*

Shuchat

PETER SHORT

Most recently a senior director, Global Service Deployment, with iBasis, Inc., **Rona Shuchat** returns to IDC Framingham as a research director, Telecom Transformation Strategies; she was previously a program manager with the Telecommunication group. She holds a bachelor's degree in journalism from Carleton University in Ottawa, Ontario, Canada, and an M.B.A. from Concordia University in Montreal. A mixed media artist working in collage, she also practices svaroopa yoga and is currently completing an M.A. in counseling psychology with a concentration in expressive therapies at Lesley College in Cambridge, Mass. *rshuchat@idc.com*

Steven Schwankert has signed on with the IDG News Service as its new Asia desk editor in Beijing. Before working as a freelance writer for the past few years, Steven served as editor of Computerworld Hong Kong. He holds a B.A. in Chinese language and literature from the University of Massachusetts/Amherst and an M.A. in journalism from the University of Colorado. In Hong Kong he also ran a diving business, teaching scuba and leading diving trips. *steven_schwankert@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

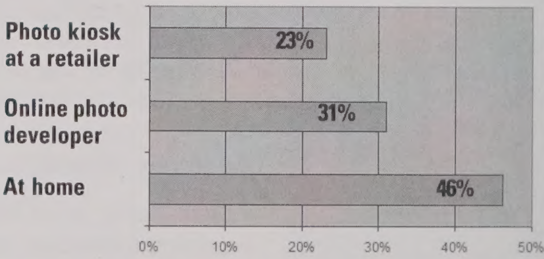
New England Aquarium passes are in

As a corporate member of the New England Aquarium in Boston, IDG recently received a limited number of guest passes. Any IDG employee visiting Boston may request up to four passes by sending their name and business unit location to world_update@idg.com. Passes to Boston's Museum of Science are also available (same quantity and e-mail address apply).

IDG Central's Local News section has additional information about discount programs for the Boston/Framingham area.

Question of the Week for Feb. 27

How do you usually print your personal digital photos?



Log on to www.idgcentral.com to vote on this week's question: How do you keep track of passwords?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Ney Kruel *IDG Global Solutions Latin America*

26

John Dix *Network World*

20

Christine Grelet-Cavalle *IDG France*

19

Eleni Brisbois *Network World*

17

Martin Fältström *IDG Sweden*
Fatima Ruiz *IDG Spain*

16

István Bíró *IDG Hungary*
Sabine Terras *IDG France*

15

Krisztina Selmeczi *IDG Hungary*

14

Elizabeth McPherson *IDC*
Elga Legranzini *IDG Italy*

13

Naohito Kato *IDG Japan*
Marie Söderqvist *IDG Sweden*

12

Gisela Wilson *IDC*
Jens Stark *IDG Switzerland*

11

Márta Rácz *IDG Hungary*
Fabrice Dalongeville *IDG France*

10

Tom Field *CXO Media*
Ephraim Schwartz *InfoWorld*
Enrico Zambetta *IDG Italy*

8

Masao Ishii *IDG Japan*
Mikael Ricknäs *IDG Sweden*
Pierre Granier *PC World*
[illegible]n Sharp *IDG Australia*

7

Lisa Hess *IDG Entertainment*
Paul Mouradian *IDC*
Juan Orozco *IDC*
Charlotte Andersen *IDG Denmark*
Jessica Wennberg *IDG Sweden*

6

Zoltán Taute *IDG Hungary*
Hanne Tuomisto *IDG Global Solutions/EMEA*
Julie Dominquez *IDG Australia*
Ric Hudson *IDG Australia*
Amedeo Novelli *IDG Italy*

5

Zachary Sullivan *Network World*

4

Dora Yang *IDG China*

3

Marc LaPorte *IDC France*
Daniel Sullivan *Digit U.K.*
Vivian Cao *IDG China*

2

Al Sacco *CXO Media*
Mary Dean *IDC*
Eiko Iomori *IDG Japan*
Noopur Goel *IDC Singapore*
Jan Westermark *IDG Sweden*
Eugene Yu *IDG China*
Helena Tian *IDG China*

1

Erzsébet Doka *IDG Hungary*
Robert Ferrari *IDC*
Alan Tsao *IDC Taiwan*
Rachel Hunt *IDC U.K.*
Johanna Littleproud *IDG Global Solutions/EMEA*
Paola Soriano *IDC Peru*
Vaughn Brown *InfoWorld*
Harry Chen *IDG China*
Banni Shen *IDG China*
Alina Qiu *IDG China*
Lijun Chen *IDG China*
Yongyan Liu *IDG China*
Wenji Tang *IDG China*
Lulu Shen *IDG China*
Zhaohui Lin *IDG China*

Please note: Any business unit is welcome to send anniversary information to world_update@idg.com.

OSBC

continued from page 1

The Genus Group launched OSBC three years ago. World Expo bought a half interest in the event in 2004, handled marketing and operations for the April 2005 conference in San Francisco, and continues those responsibilities today. Genus is in charge of content and sponsor sales. With the open source market smaller on the East Coast, the Newton, Mass., version of the event drew approximately 400 attendees in November 2005 and will be held again Oct. 17-18.

According to Kendall, no other competitors are in OSBC's niche, and there is minimal overlap with LinuxWorld Conference & Expo, World Expo's open source trade show. "LinuxWorld is where vendors sell to the IT community, while OSBC is the networking event for the business executives who want to know how to make money in open source, what the trends are, how proprietary software companies are responding to open source challenges, and those kinds of issues," she said. "There are other executive conferences out there, but OSBC is the only one exclusively devoted to open source."

> *"People tell us their companies got created at the conference."*
>
> *— Melinda Kendall*

Last month, five different sponsorship levels attracted a total of 25 companies, among them SAP, Sun Microsystems, Microsoft, Novell, EMC Corp., Intel and Oracle.

A key component of OSBC is the Emerging Elite Showcase, which gives attendees an opportunity to meet the industry's hottest open source start-ups. Genus Group selects 20 startups that it considers most intriguing from a pool of more than 150 companies. Those chosen have a small display area to distribute materials and present the software they're working on to peers and executives in hopes of gaining awareness, creating partnerships and getting funding, Kendall said.

OSBC also serves as a launching pad for products that haven't yet taken shape. "People tell us their companies got created at the conference," Kendall said. "Someone has an idea, and they start talking to venture capitalists and each other, and then the next year they're in the showcase."

Contact Melinda Kendall at melinda_kendall@idg.com. WU

IDG World Expo licenses three events in U.K.

Open Source Business Conference (OSBC) goes international this year, with a June 27-28 debut in London. In January IDG World Expo licensed OSBC, as well as the Syndicate and Wireless Sensing Solution brands, to Informa Alliances, a division of the U.K.-based media company Informa, which will produce U.K. versions of those events.

celebrating 10!

Name

Colin Crawford, Senior VP, IDG Communications

Most challenging part of your job

Keeping up with the changing media industry.

Best part of your job

Mixing with great media people inside and outside of IDG.

Latest accomplishment

Maintaining the Apple relationship over 20 years — working with every Apple CEO.

Career highlight

My current role. I've always wanted to help IDG's online strategic initiatives.

Most memorable moment at work?

Macworld Management Team sending me freefall sky diving.

I joined IDG because

Of a meeting with Pat McGovern back in London in the late '90s. The deal being negotiated did not go through, but I was so impressed with Pat and IDG that I made the decision that one day I'd join the organization.

What's kept you at IDG for 10 years?

Pride in the company's culture, the people it attracts and the quality of the IDG products.

If you could change one thing about IDG, what would it be?

That we become more aggressive in attracting talent straight out of college — bring on the Young Turks!

Best piece of advice you've ever received?

Be proud of what you produce or don't publish it. Make the choice.

Person from whom you've learned most about leadership?

I've learned a lot from all my mentors: Felix Dennis, Pat McGovern, Pat Kenealy, Bob Carrigan.

Interests outside the office

My family and enjoying many aspects of the wonderful Bay Area.

Family

My wife Susan and I have three sons: Chris, 18; Will, 17; and Charlie, 8.

Most rewarding thing you've ever done, in the office or outside?

Helping people see their potential.

Of what accomplishment at work are you most proud?

Managing the IDG-Ziff Davis joint venture.

What's your favorite thing on your desk?

A pencil box with a lot of emotional memories.

IDG Chairman ***Pat McGovern*** *(right) escorted IDG Communications Senior VP* ***Colin Crawford*** *to dinner in recognition of his decade of service to the company.*

Favorite way to work off stress?

A game of squash.

Favorite web site

My Yahoo! (My default home page.)

Fantasy job

A thriller writer.

What others can't tell just by looking at me

I'm a romantic — honest!

Five people — living or dead — you'd invite to a dinner party?

Winston Churchill, Elizabeth I, Stanley Kubrick, Steve Jobs, Leonardo da Vinci.

Most difficult decision you ever had to make?

To let go close colleagues.

As a child, what did you want to be when you grew up?

Nuclear chemist.

First job?

Production line worker in a car parts factory.

Your idea of a perfect day alone?

Hiking or cycling on the California coast.

One possession you'd grab if your house were on fire?

My computer — it has my life on it!

What book is on your nightstand?

"Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution" by Geoffrey Moore.

If you won the lottery tomorrow, you would

Buy a Lamborghini Murcielago 2006.

Retirement plans?

I don't think I'll ever retire completely from work.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Germany's GameStar, GamePro team up for gala awards

Reader-driven awards ceremony attracts key players in local games market

The editors of GameStar and GamePro last month traded their normal work wear — jeans and t-shirts — for more formal attire better suited to the festive atmosphere at Munich's lavish Künstlerhaus, the impressive art nouveau building where the company staged its annual Game of the Year awards ceremony.

Gunnar Lott, *editor in chief, GameStar;* **Annie Weissenberger** *and* **Isa Stamp**, *both office managers, GameStar;* **Christine Freise**, *office manager, GamePro; and* **Andre Horn**, *editor-in-chief, GamePro; show off the awards.*

UWE MIETHE

Now in its fourth year, the awards are considered the most prestigious in Germany's gaming industry, and the ceremony has become a must-attend event for all the key players in what is the biggest gaming market in continental Europe, according to **Gunnar Lott**, editor-in-chief at GameStar.

High-ranking executives from Microsoft, Nintendo, Electronic Arts, Take 2, Ubisoft, Vivendi Universal, capcom, THQ and many others flocked to Munich for the event, all "happy to attend even if there were no awards for their products," Lott said.

"These awards are a great opportunity to meet German gaming executives, make new contacts, do some business, and of course, enjoy a great party," said Markus Wilding, international PR director of 2K Games.

The awards also serve to strengthen the bond with GameStar and GamePro readers, many of whom are

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LinuxWorld Conference & Expo debuts in Mexico City

Inside this issue

COMPUTERWOCHE launches weekly news web cast *page 2*

Quick poll: Bad PR pitches *page 3*

Common areas reflect unique style of various IDG offices *page 4*

Celebrating 10: IDG China's Wang Wie *page 8*

The first Mexican edition of LinuxWorld Conference & Expo was held Feb. 14-17 in Mexico City. E.J. Krause & Associates managed the event under a license agreement with IDG World Expo. There were 1,350 attendees, although the event was co-located with the 15th edition of Mexico's largest communications and IT event, EXPO COMM MÉXICO, and the first edition of VON Mexico Conference and Expo, whose 18,000 attendees and exhibitors also had access to the LinuxWorld floor. The two other events were also produced by E.J. Krause in cooperation with Reed Exhibitions and Pulvermedia, respectively.

Seventeen exhibitors signed on for LinuxWorld, and an additional 10 companies participated within the IBM and HP booths.

continued on page 7

LINUXWORLD
hp
IBM
Novell
UNISYS
HP elimina preocupaciones de clientes con código abierto y Linux

HP Corporate Standard Industry Servers Vice President for the Americas Efrain Rovira, was one of the keynote speakers at the first LinuxWorld Conference & Expo in Mexico City.

Awards

continued from page 1

invited to attend the ceremony. "Readers — not some obscure group of judges or a faceless academy — vote for the winning companies and products," Lott explained. In January, readers were asked to use a survey card inserted in the publications to indicate their top choices for games and hardware manufacturers. Subscribers to GameStar.de Premium, the company's paid content service, were able to complete the same survey online.

During the ceremony, audience members held up green (yes) and red (no) signs to respond to questions related to the games industry. For example: Was the launch of Xbox 360 successful and well executed? Will Playstation 3 arrive in 2006? Is the genre of adventure games dead?

For a list of the winning companies and games — and more photos — see this article on IDG Central.

Lott and **André Horn**, editor-in-chief of GamePro, served as hosts for the evening. First up was Axel Dammler, managing director of market research institute Icon Kids & Youth, who offered a brief, entertaining look at the future of the gaming industry and the challenges it faces. Dammler criticized the lack of innovation in certain gaming genres. Noting that games developers are competing with TV, the Internet, sports and other activities for the limited free time and money of today's youth, Dammler said that gaming must move out the "nerd niche" and address a wider audience if it hopes to grow.

Pairs of editors — one from each publication — then introduced the nominees and winners in 13 categories. Guests appreciated the fact that IDG Entertainment editors were on hand to host and present the awards. "They could have easily hired some celebrity to host and present the show," said Benedikt Schüler, marketing director of Ubisoft. "Instead they decided to do it by themselves. That's authentic, real and one reason why this award is so credible," he said.

The awards are organized entirely in-house by IDG Entertainment staff. GameStar Office Manager **Annie Weissenberger** tackled the challenge of locating a venue large enough to accommodate the 250-plus guests that was both "classy but affordable," Lott said. In addition, she oversaw the assembling of all the equipment needed to pull off the "Oscar-like" ceremony including a big projection screen, a massive sound system and wireless microphones.

Video Editor **Toni Schwaiger** and his three-person team had less than two weeks to put together video presentations depicting each nominee and winner. "The presentations were very flashy — triumphant music, graphical effects — all the trimmings!" Lott said. Schwaiger and his team filmed the event itself and an edited version will appear on the DVD accompanying the next issue of GameStar.

Thanks to Markus Schwerdtel, senior editor at GameStar, who provided this article. Contact Schwerdtel at mschwerdtel@gamestar.de.

COMPUTERWOCHE launches COMPUTERWOCHE-TV at CeBIT

COMPUTERWOCHE TV
CWTV
CeBIT-täglich –
Nachrichten, Hintergründe, Interviews, Produkt-Highlights

Last week, IDG Business Verlag launched a news-focused webcast on its site called COMPUTERWOCHE-TV. Debuting at CeBIT, the largest IT and telecommunications exposition in the world, the half-hour webcast is appearing daily during the exposition, which runs through March 15. After that, it will shift to a weekly frequency and provide information on the latest developments in the IT industry in a 20-minute program available at http://www.computerwoche.de. The program is produced in cooperation with ArtVoice, a leading provider of IP-based broadcasting stations. No registration is required to watch the program, which may be viewed using Windows Media Player.

"With COMPUTERWOCHE-TV we will offer an absolutely new tool to our users at computerwoche.de," said **Christophe Witte**, editor-in-chief of COMPUTERWOCHE. "Here, the information and highlights from the fair relevant for our target group are exclusively edited and can be accessed independent of time and place," he said.

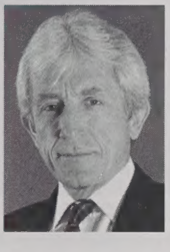
Plans for the programs during the CeBIT included interviews with important industry names such as SAP Chairman Dr. Henning Kagermann, Hewlett-Packard Managing Director Uli Holdenried and Steve Prentice, research director at the Gartner Group and fair manager Ernst Raue among others. COMPUTERWOCHE editors also planned to present the most innovative products from the fair.

Following CeBIT, COMPUTERWOCHE and ArtVoice will continue their cooperation. Once a week, COMPUTERWOCHE-TV will provide information on the latest IT news and developments.

Advertisers may purchase advertising banners below the video player with the notation "sponsored by" or buy "interruption" or popup ads.

For more information, contact Christoph Witte at cwitte@computerwoche.de.

Right of refusal



"It would have to be in October 1999, when I was at Computerworld Hong Kong. The PR folks working for a start-up called Chelcon Technology Group (CTG) invited me to a press conference where CTG Co-founder and Chairman Roger Covey was announcing the launch of the company.

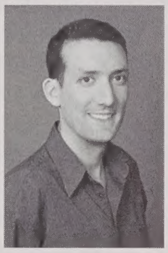
When I arrived at the CTG office and Covey saw me he retreated to a back room and refused to come out until I left. It turned out he was still agitated about some things I had written about him and his former company, SSA. I refused to leave because I had received a written invitation, and I had cleared my calendar to attend this press conference.

The various CTG handlers were going crazy because other members of the press were arriving (but being kept a safe distance away in the lobby), Covey was refusing to come out of the back room, and I was staying put. I was finally persuaded to leave by the Hong Kong police, Covey came out of hiding, and the press conference began about an hour late. If only the PR guys had done their homework."

— **Don Tennant**, *Computerworld, VP, editor-in-chief*

Foul pitch

The editors of IDG World Update recently surveyed some of IDG's editors and reporters to find out the worst public relations pitch they'd received.



"Schwartz Communications is my nemesis. It takes a minor miracle for Schwartz clients to get covered in an article I work on, simply because they are just too aggressive. Even halfway intelligent PR reps are known to follow up e-mailed pitches with a phone call explaining that, indeed, they had just sent me an e-mail a few minutes ago. Schwartz finds new ways to outdo this inanity. Typically they'll just keep calling. And calling. And calling. Until I finally pick up the phone, and they explain that, hey, I should look out for the e-mail they sent me that morning.

"But the worst was one Schwartz rep who showed up at the InfoWorld offices unannounced. Reception called me at my desk and told me that this rep had arrived. "Who?" I asked. They explained that she was here right now. So I met her in the lobby and asked what I could do for her. All smiles, she handed me her business card and explained that since she hadn't heard from me about her pitch, she had tried calling my managing editor (who has absolutely no involvement in developing articles) more than once, insisting that she speak to me. I explained that our managing editor was not my personal secretary. Not missing a beat, she cheerfully explained that, failing that, she figured she would touch base with me this way. And she handed me a paper printout of the e-mail pitch she had sent me a few days earlier."

— ***Neil McAllister,*** *InfoWorld, senior editor*

"I got a poster from Salesforce.com inviting me to An Evening with the Dalai Lama ('Celebrating 100,000 enlightened Salesforce.com subscribers') at San Francisco's Asian Art Museum. A week later I got a letter from Salesforce apologizing for having possibly suggesting that His Holiness had authorized Salesforce to suggest that he endorsed the company or its business practices. The event was cancelled, and Salesforce asked me to return the poster. Which I didn't."

— ***Robert McMillan***, *IDG News Service, U.S. correspondent*

"I've received lots of goofy vendor trinkets over the years, many of which I regarded as a complete waste of money. One was a lower-case pewter 'e' that IBM sent me during the height of the dot-com boom (for e-business). The 'e' was roughly a foot long and eight inches high. When I opened the package, my first thought was, 'What the heck am I supposed to do with this?' I was less than e-lated. Coincidentally, a friend named Ellen was visiting my wife downstairs from my home office that day and was so taken with the 'e' that we let her have it."

— ***Tom Hoffman***, *Computerworld, national correspondent*

"The worst PR pitch I've received lately was last spring from a woman who was representing a former executive of ChoicePoint, the huge data aggregator that lost a bunch of peoples' personal information last year. The woman left me voicemail asking how could it be fair to blame this whole fiasco on the executive when these kinds of data breaches are happening all the time now. I called her back simply because I wanted to hear how she could rationalize her point of view, and said that on her voicemail. She never called me back."

— ***Cara Garretson***, *Network World, senior editor, news, and senior event editor*

"I'd probably nominate the worst pitch as one for a videoconferencing or cellphone company (I can't remember exactly what company it was) that played on fears of SARS to encourage the use of videoconferencing/cellphone use as an alternative to air travel to face-to-face meetings."

— ***David Watson***, *Computerworld New Zealand, deputy editor*

"A recent trip to Beijing with a major vendor was a less-than-optimal experience. I was looking forward to the Q&A with the vendor's CEO. Unfortunately, after spending hours on the plane, another hour being bussed to a resort-type hotel, it was yet another hour on a bus to the event venue. The CEO hopped onstage and hyped his company's latest offerings, which had been announced months ago. Then he headed right off without so much as a thank you. No Q, definitely no A. What followed was another two hours of presentations on product details, without a single coffee break or chance to stretch our legs. For reporters, this was like keeping a bunch of badgers in a cage. Then it was back to the bus for more travel between the venue and the hotel.

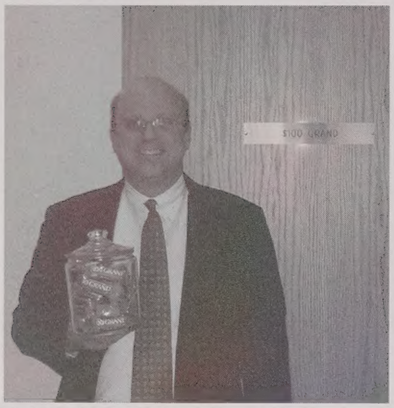
"Being put up at a resort hotel sounds relaxing, but a resort hotel without facilities is a different story. To be precise, lights were turned off at the resort, except for the building we stayed in. But the lights weren't only off at night. When I got up at 7:30 a.m., the lights were still off. Not only lights, but television, ventilation, all electric power, even the water was off. Needless to say, WiMax 3G supertech gizmos weren't functioning either. Sometimes it's useful to remember that the word 'travel' is descended from the same root as the word 'travail.'"

— ***Sheila Lam***, *Computerworld Hong Kong, senior reporter*

Inside the office: Common areas aren't always common

Candy bars, a cannon and cult figures make life at these offices distinctive

Walk into some IDG business units around the globe and you might find conference rooms, lobbies and other common spaces that have more than the usual potted plants and coffee machines. Here's a look at a few of those spaces.


BILL RIGBY

*CW COO **Matt Smith**'s candy bar idea has been a hit with employees and customers.*

Computerworld: Sweet spots

When Computerworld moved into its current office space in Sept. 2004, the Human Resources department sponsored a contest to name the new conference rooms. Employees were asked to provide a list of six names, united by a theme, and the winner would receive a $50 gift certificate to an office supply store. Then-Computerworld President **Bob Carrigan** and several CW executive committee members reviewed more than 25 anonymous suggestions and chose the candy bar proposal, which included a suggestion to maintain a supply of the appropriate candy for each room. COO and long-time chocolate lover **Matt Smith** came up with the winning idea. "Currently, the Mounds conference room is my favorite – I try to schedule all my meetings there if it's open," he said. "I'm just happy one of the ideas didn't win, which was to name the rooms after prisons!" Carrigan named the conference room next to him after his favorite, the 100,000 Dollar Bar. "When the candy bowls are empty, we really hear about it!" said HR Representative **Mary Scanlon**. "But we also have some employees telling us they want something more healthful to snack on during the day!"

Network World: Time out in the Tiki Lounge

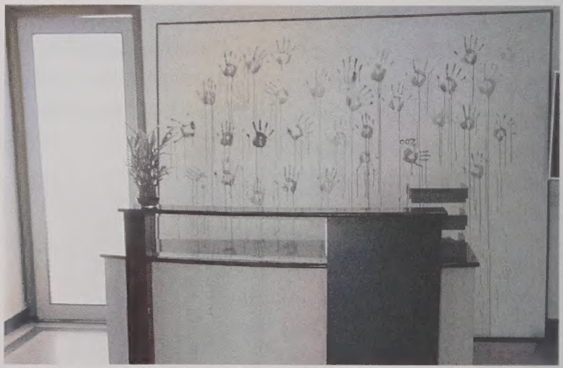
Network World's editorial department will soon celebrate the one-year anniversary of the Tiki Lounge, a comfortable seating-and-meeting area in the middle of the newsroom. Editor-in-chief **John Dix** created the original space using spartan IKEA furniture as a way to coax employees out of their cubicles more frequently and mix with colleagues they don't usually see. Initially, employees weren't using the space often. "It wasn't very warm and inviting, so we took it upon ourselves to liven it up," said Art Director **Brian Gaidry**, who teamed up with Senior Designer **Steven Sauer** and a now-departed colleague. They revamped the furniture, stacked the bookcases so they resembled a bar, bought artificial palm trees and dressed the area with string-lights, tiki lights and other ambient lighting. They added a small soda dispenser and decorated it like a tiki idol — push its teeth and the soda can comes out of its mouth. A small Nerf ping-pong set invites players nearby. Employees hold informal meetings there, eat lunch or use it for birthday celebrations and other parties. Gaidry said adjacent inhabitants don't mind activities in the lounge, "though they did put a quick stop to the looping soundtrack I originally installed with bird calls and other jungle noises." The staff is now petitioning the IS department to add a wireless hotspot to the area.

BRIAN GAIDRY

*Associate Graphic Designer **Eric Anderson** and Senior Designer **Stephen Sauer** play a quick game of Nerf TikiPong.*

BRIAN GAIDRY

The tiki idol worshipped by tribal members of the caffeine nation at Network World is known as Kana-Kola, god of tiny bubbles.


SRIVATSA SHANDILYA

The colorful handprints of more than 30 IDG India employees in Bangalore greet visitors.

IDG India: Lending a hand

A large canvas (8 feet by 6 feet) decorated with the handprints of more than 30 IDG India employees hangs in the reception area in the Bangalore office. While IDG India opened its doors in early 2005, most of the staff came on board later in the year after the government finally gave its long-awaited approval for CIO and Outsourcing World, which debuted in November. "The idea for the canvas came from one of our employees in response to my wanting to involve people in an activity to create a sense of belonging," said IDG Media Private Ltd. President **Bringi Dev**. During a dinner gathering to introduce

March 13, 2006

Group Operations Manager (GI)

Government Insights is looking for a motivated, detail oriented Office Manager to support the General Manager, provide administrative assistance to the sales team and interact with high profile, senior level clients. Responsibilities: Provides administrative support to the General Manager, Sales Team staff and other office personnel to include coordination of meetings, events and communications, calendar management, and preparation of documents, spreadsheets and presentations. Works closely with the sales team and its customers, serving as the primary liaison between the customer and the organization. Serve as the primary customer service contact to all clients; Manage all incoming client questions or issues and provide resolution; coordinate client trainings and briefings; assist with client billing and invoicing issues; partner with Finance to reconcile monthly booking information; and enter customer information into sales database. Assist sales staff by creating reports, inputting orders, working on account strategy and building client relationships. General office administration, including: general repairs and service requests for office space and equipment, preparing courier packages, processing incoming and outgoing mail, ordering and maintaining office supplies, as well as greeting clients upon arrival. Maintains office vendor relationships and processes vendor invoices appropriately. Greets and directs corporate office callers by answering telephone calls from customers; determining nature of business and directing callers to appropriate destination. Participates as needed in special projects. Qualifications: Bachelor's degree (or equivalent experience) with 3-5 years of related experience required. Office management and client service experience strongly preferred. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems; Working knowledge of Lotus Notes and Microsoft Office Suite preferred. Excellent oral and written communication skills as well as interpersonal skills. Strong attention to detail and ability to multi-task while maintaining quality. Must be a team player able to work in a fast paced environment and willing to take on additional responsibilities. ***Location: McLean, VA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Consulting Director, Health Industry Insights (HII)

IDC Health Industry Insights is seeking a Consulting Director to develop and manage custom research and advisory projects for the Healthcare industry to include healthcare providers, payers, and life sciences and pharmaceuticals. The Consulting Director will engage with executives at hospitals, health plans, health insurance and pharmaceutical companies as well as IT vendors to identify opportunities for consulting projects. Consulting projects may include IT strategy, IT and business benchmarking, business and IT alignment assessment, ROI or business case development, market opportunity assessment and IT vendor selection. The director will develop proposals, provide custom research and advice to clients and manage projects from beginning through completion, working closely with the analysts in Healthcare Industry Insights and with sales personnel. The Consulting Director will be expected to develop and manage long-term consulting relationships with clients, including repeat engagements and contribute to strategy and operations of overall IDC Health Industry Insights business. The individual must have strong project management experience, business development skills, as well as strong writing and presentation skills. The individual will be required to deliver quality consulting engagements, provide high levels of customer interaction, and be able to develop the consulting practice. The director will serve as a main point of contact with the sales force for lead development and proposal writing. The individual will need to have strong client facing skills and a keen business sense to identify and write proposals in a way that meets clients' needs. The individual will also be responsible for ensuring that the engagement is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The Consulting Director will need strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The desired individual will have a minimum of an undergraduate degree and preferably a master's degree with 7+ years working experience in the Healthcare industry. Experience in consulting and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: Strong business development skills; Experience in working with one or more segments of the Healthcare industry; Ability to provide actionable advice to executive level management; Familiarity with qualitative and quantitative research methodologies; Strong project management skills with a constant eye on detail; Strong writing skills; Strong collaboration skills; Strong presentation skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, EMS (IDC)

IDC is seeking a Senior Research Analyst to provide analyst coverage of EMS (Electronic Manufacturing Services) market with emphasis on original design manufacturers, contract manufacturers, and coverage of OEMs outsourcing production and design of various IT related equipment. Coverage areas will include market sizing, forecasting, technology/systems trends, vendor analysis, supply and demand analysis and market share. Our clients include electronic manufacturing companies, original design manufacturers and OEMs. Responsibilities include understanding, writing and coverage of OEM outsourcing strategies and building value chain models of the leading IT and Consumer System OEMs in order to integrate research to our semiconductor and supply chain coverage, update quarterly EMS revenue tracker model, and support our biweekly newsletter. The senior research analyst will provide customer service and support to include meeting with customers, attend product briefings, give presentations and support inquiries from financial and IT companies. The senior research analyst will also interact with customers and peers to define future studies and custom research related to area of coverage and participate and initiate consulting projects, support sales team and drive business development for the CMS program. Qualified candidates must have 5+ years industry, analyst, consulting and business development experience. Excellent written and oral communication skills required. Speaking and writing in Mandarin a plus, but not required. ***Location: San Mateo, CA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Service Coordinator (IDG)

IDG Connect is searching for an organized, customer-service oriented account services professional to join our entrepreneurial team. The Account Services Coordinator will be responsible for the coordination and support of sales efforts, tracking of IDG Connect's lead generation programs, and general project management. Applicants should possess a sales, client service or marketing background. Exceptional communication skills are a must as this position will require professional communication to IDG sales executives as well as customers. Experience in online ad traffic or lead-generation programs is strongly preferred. The successful candidate will be a detail-oriented, self-starter who thrives in a start-up like environment and wants to become part of an exciting initiative with a dedicated and growing team. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Account Executive (IDGE)

IDG Entertainment is seeking an Account Executive to work the Southwest Territory with our Print Sales team. Responsibilities include building and maintaining territory ad revenue; working with existing and potential clients to determine their business needs and formulate ad sales solutions; establishing personal relationships by conducting high volume prospecting calls each week; scheduling meetings for Regional Manager/Director/VP when appropriate/necessary; completing regular call reports; maintaining personal territory revenue forecast while averaging 10 call reports daily as directed by manager. This position requires 3+ years sales experience with 1 year of sales in a media environment preferred. Candidates should be proficient in Word, Excel and PowerPoint. Please indicate Account Executive in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Account Executive (IDGE)

IDG Entertainment is seeking an Online Account Executive to work the East Coast Territory with our Online Sales team. Responsibilities include building and maintaining territory ad revenue; working with existing and potential clients to determine their business needs and formulate ad sales solutions; establishing personal relationships by conducting high volume prospecting calls each week; scheduling meetings for Regional Manager/Director/VP when appropriate/necessary; maintaining and evaluating performance and delivery of advertiser's campaigns as reported by ad operations, by optimization and proactive communication with advertisers; completing regular call reports; maintaining personal territory revenue forecast while averaging 10 pivotal call reports daily as directed by manager. This position requires 3+ years sales experience with 1 year of sales in a media/web environment preferred. Candidates should be proficient in Word, Excel, PowerPoint with and understanding of Pivotal CRM systems and DART basics. This is a fast-paced and exciting industry. We are looking for an extremely pro-active candidate who is team-oriented, creative and looking to make their mark in the field! Please indicate Online Account Executive in the subject line when applying to this position. ***Location: New York, NY***
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Senior Software Engineer (IFW)

InfoWorld is seeking an experienced software engineer with extensive database experience. Responsibilities include developing web applications using Java and mysql (running on Apache/Linux); working closely with product managers to create new online products and functionality; developing software for the company's next CMS platform; and designing and developing deployment and maintenance tools. Candidates must have at least 6 years Internet programming experience in an Apache/Linux Java servlet environment, including build and release management; significant experience designing, developing and delivering the presentation and logic layers for multi-tier web applications; strong experience in database design and SQL; and strong Java skills and object oriented design experience, including working knowledge of core libraries and design patterns. Other requirements include strong database skills, including schema design and query optimization; an in depth knowledge of application platforms, build/deploy/testing tools and systems; and a solid understanding of HTTP and web client to web server interactions. The ideal candidate will have experience working at a news-oriented media company and demonstrated success working as part of a small interdisciplinary team in a market-driven company. Must be able to work with non-technical staff, especially designers and editors. ***Location: San Francisco, CA***

Contact: D. Butcher, Email: derek_butcher@infoworld.com

IDG International Publishing Services President **David Hill** to the staff, employees added their handprints to the canvas. "The evening's 'Lend a Hand' theme raised morale and created a heightened sense of ownership," Dev said.

IDG Germany: Mannequins and music

Employees from the IDG Entertainment division of IDG Germany in Munich have persuaded several video game producers whose games they are testing to part with life-size figures of various featured characters. The characters liven up one of the group's conference rooms. In another meeting room set up for more casual gatherings, the staff often gets together for parties amd song fests to celebrate employee birthdays.

UWE MIETHE

GameStar editors join GameStar Editor-in-chief **Gunnar Lott** (fifth from left) during a planning session. (From left): **Petra Schmitz**, **Heiko Klinge**, **Michael Schnelle**, **Michael Trier**, Lott, **Fabian Siegismund**, **Markus Schwerdtel**, **Christian Schmidt** and **Michael Graf**.

GamePro
GameS

UWE MIETHE

(Far right, l-r): GameStar editors **Markus Schwerdtel**, **Toni Schwaiger** and **Michael Graf** entertain their colleagues.

IDC Nordic: Having a blast

HANNE BIRKHOLM

Moving a business unit to a new location is difficult enough; imagine if packing up a cannon was part of the process. That's just what IDC Denmark employees have dealt with since the mid-1980s. The staff grew fond of an old cannon that the first managing director brought to the office, and the 17th- or 18th-century weapon has survived three office moves since then. It was also the inspiration for an IDC newsletter published in the '90s called The Cannonball News. "It's become a token of the company — and I love old stuff," said Group VP and Managing Director **Per Andersen**, who's been with IDC since 1990 and estimates the cannon weighs about 30 kg to 35 kg (66 lbs. to 77 lbs.). He said visitors always comment on the cannon. "They want to know if it's used on underperforming employees, but I tell them the position of the barrel corresponds to the state of our business: up if it's going well, down if things aren't so good."

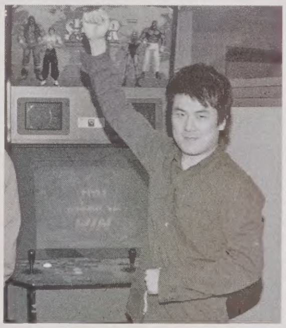
HANNE BIRKHOLM

While currently in Group VP/Managing Director **Per Andersen's** office, the cannon has been a central part of IDC Denmark lore.

More photos are with this article on IDG Central (http;//www.idgcentral.com).

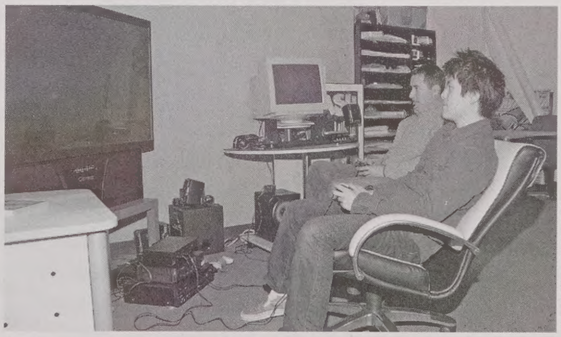
IDG Entertainment: Games galore

IDG Entertainment's Oakland, Calif., office is well-stocked with full-size, 6-ft. tall mannequins that line the editorial area, including Spider-Man ("whom we've desecrated with a Darth Vader mask and cape," said SVP of Editorial and Creative Services **Francis Mao**, a devoted Star Wars fan), Prince of Persia and Metal Gear Solid's Solid Snake. The company's smaller conference room has Street Fighter II and NFL Blitz arcade machines set on free play. In the Demo Room, game publishers show off their newest game products. The room is set up as a mini-theater with a dozen leather seats and two widescreen projection flatscreen TVs that can host multiplayer games. WU



MICHELE NELSON

GamePro Designer **George Hu** is the victor in a StreetFighter II match.



MICHELE NELSON

(L-R): Design Intern **Michael Medina** and Designer **George Hu** in the Demo Room.

noteworthy people

Promotions

InfoWorld Marketing Manager **Kaila Bongiovanni** has been promoted to marketing director. "As marketing manager, Kaila managed several projects that have elevated InfoWorld's marketing efforts to among the best at IDG and our segment," said InfoWorld VP of Marketing **Paul Calento**. "The InfoWorld media kit, which Kaila championed, has won awards from both the media and advertising communities. Also, while the products we sell continue to evolve, Kaila has an ability to tie past best practices to these new media initiatives. In her new role, Kaila will expand efforts to include demand-generation programs, similar to what our own advertisers are doing. This initiative will extend our existing sales promotions and customer outreach efforts by utilizing integrated communications programs to attract new vendor partners to our online, events and print programs. The goal is to enhance our customer touch and corresponding revenue to InfoWorld." *kaila_bongiovanni@infoworld.com*

IDC California (San Mateo) Inside Sales Representative **Danny Booher** has been promoted to account executive. "Danny effectively managed many large RFPs and worked with his team to get the IDC brand out to the end-user community," said **Sandra Tubbs**, IDC VP. "In 2005, we moved Danny to a direct sales role in the sector team where he has developed strong client relationships. His largest growth client, Fortinet, became the IDC testimonial account for conference sales." *dbooher@idc.com*

IDC California (San Mateo) Sales Representative **Todd White** has been promoted to senior account executive. "Todd joined IDC just over two years ago and quickly demonstrated both his professionalism and strong sales acumen and was moved to the Sector Majors in 2005 where he outperformed all expectations," said IDC VP Sandra Tubbs. "Todd has achieved this success by going deeper into his installed base and growing his largest accounts significantly." *twhite@idc.com*

New employees

Marketing Specialist **Briana Pontremoli** comes to IDG World Expo from Outside The Classroom where she held a similar title. She holds a B.S. in journalism from Boston's Northeastern University and enjoys traveling, hiking, going out to eat, and spending time with family and friends. *briana_pontremoli@idg.com*

IDC California in San Mateo, Calif., has hired **Tom Vatavuk** as a sales representative for its Enterprise Sector group. He was previously a public relations intern at Weber Shandwick and holds a B.S. in business administration from San Jose (Calif.) State University. Away from the office he enjoys weight lifting, kickboxing and running. *tvatavuk@idc.com*

New at CXO Media is Online Account Services Specialist **Valerie Sumner**. She was previously an account manager at the advertising agency Commonwealth Creative Associates where she was the main point of contact for clients and vendors, monitoring campaigns and tracking projects' performance. Before that she was an e-commerce producer at Lycos.com. She holds a B.A. in communications from Regis College in Weston, Mass., and enjoys travel and the theater. *vsumner@cxo.com*

Aveek Bhose joins IDG India as assistant sales manager, a title he previously held at India's No. 1 job portal, Naukri.com. He has done post-graduate work in business management at the Centre for Management Development and enjoys acting, reading and current affairs. *aveek_bhose@idgindia.com*

IDG India has hired **T. N. Ravi Shankar** as circulation manager, South. He was previously general manager, Media, for Bangalore's Sandy Media, publisher of Theatre World and SoundSolutions. He holds an M.A. in labor studies from Madurai Kamaraj University and enjoys long drives, newsstands and bookshops, cooking and playing cricket. *ravishankar_tn@idgindia.com*

Returning employees

IDG WORLD UPDATE

Lopez

Leilani Lopez returns to IDG as advertising operations coordinator for PC World, dividing her time between the online and print production departments. As a teenager she was a temporary worker in several departments at InfoWorld. She officially started her IDG career when she was 18 years old in the Facilities department; in 2000, she became ad coordinator for ITCareers. When ITCareers moved its operations to Framingham, Mass., in 2003, Lopez moved to The Wave Magazine and then to ANG Newspapers. She enjoys traveling with her husband of six years, cooking, reading, snorkeling and spending time with her family, "especially my nieces and nephew." *leilani_lopez@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

CSO Perspectives
"Advancing the Strategy; Advancing the Profession"
March 19-21
Hyatt Huntington Beach Resort
Huntington Beach, CA
http://www.csoonline.com/conferences

Innovation Forum
March 28-29
Sheraton Roma Hotel and Conference Center
Rome
http://www.idc.com/italy

IDC Outsourcing Forum East
March 28-29
The New York Helmsley Hotel
New York
http://www.idc.com

LinuxWorld Conference & Expo
March 28-30
Sydney Convention and Exposition Centre
Sydney, Australia
http://www.linuxworldexpo.com.au/

Vietnam Hi-Tech Fair
March 30-April 2
Hai Phong
Vietnam
http://www.idg.com.vn

IT Architect Summit
April 3
Tokyo Conference Center
Shinagawa
Minato-ku, Tokyo
Japan
http://www.idg.co.jp/english/

Computerworld Storage Networking World
April 3-6
Manchester Grand Hyatt
San Diego, CA
http://www.snwusa.com

LinuxWorld Conference & Expo
April 3-6
Hynes Convention Center
Boston
http://www.linuxworldexpo.com

IDC Business Intelligence and Business Process Forum West
April 3-4
Marriott Santa Clara
Santa Clara, CA
http://www.idc.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Fernando Moran *IDG Spain*

23

Carl Marchi *Computerworld*

20

Linda Gorgone *Computerworld*

18

Gregg Pinsky *Computerworld*
Vibeke Whitehead *IDG New Zealand*

16

Grant Clothier *IDG New Zealand*

15

Don Tennant *Computerworld*

14

Michael Cooney *Network World*

13

John Brillon *Computerworld*

12

Jai Vijayan *Computerworld*
Jens Stark *IDG Switzerland*

11

Andreas Bergsman *IDG Sweden*
Antonette Cutone *IDG*

10

Leo Leger *Computerworld*
Arezki Daoud *IDC*
Thomas Norton *Network World*

9

Carl Olofson *IDC*

8

Lidia Cendros *IDG Spain*
Nicole Spitzauer *IDG Germany*
Vivian Miles *Infoworld*
Lisa Thomspon *Network World*

7

Gussie Wilson *Computerworld*
Amy Turell *CXO Media*
Amy Kotsopoulos *IDC*
James King *IT World Canada*

6

Michele Wescott *Computerworld*
Tommy Peterson *Computerworld*
Heather Havenstein *Computerworld*
Laurie Brockelman *Connell Communications*
Ian Rubin *IDC*
Pennie Robinson *IDC*
Ken Amemoto *IDG Japan*
Kate Joseph *IDG Global Solutions U.K.*
Maria Nilsson *IDG Sweden*
Jon Röhne *IDG Sweden*
Manuela Wittenhagen *IDG Germany*
Arne Arnold *IDG Germany*
Nora Risti *IDG World Expo*
Stephen Athan *IDG World Expo*

5

Susan Cahill *Computerworld*
Ann Harris *Computerworld*
Ken Mingis *Computerworld*
Jenny Jones *IDC*
Maryanne Coughlin *IDC*
Birgitte Henriksen *IDG Denmark*
Linda Bertolissio *IDG Australia*
Andrea Patterson *IDG List Services*
Bushra Khalid *IDG*
Michelle Maher *IDG News Service*

4

Schwa Jun *IDC Korea*
Loren Drennan *IDC Canada*
Sara Strong *IDC U.K.*
Jane Skullman *IDG Sweden*

3

Timothy Ng *IDG Entertainment*
Elizabeth Lindquist *IDC*
Ginga Hyodo *IDG Japan*
Jenny Asander *IDG Sweden*
Roberto Gutierrez *IDC Brazil*
Luis Garcia *IDC Mexico*
Robyn Patty *InfoWorld*
Cynthia Howard *IDG*

2

Amanda Neal *CXO Media*
Jessica Borgrudd *IDC Sweden*
Shawn McCarthy *IDC*
Rob Koghee *IDG Netherlands*
Alejandro Florean *IDC Mexico*
Karen Bornstein *Network World*
Thu Huong Duong *IDG Ventures Vietnam*

1

Kathyrn Goryl *Computerworld*
Mary Cardwell *CXO Media*
Anil Kumar *IDC*
Kristin Hambelton *IDC*
Masakazu Matsunobu *IDG Japan*
Jo Liu *IDC China*
Jeff Zu *IDC China*
Charles Lee *IDG Corporate Sales*
Michael Tavares *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Passes available for New England Aquarium, Museum of Science

As a corporate member of the New England Aquarium in Boston and the Boston Museum of Science, IDG recently received a limited number of guest passes for both venues. Any IDG employee visiting Boston may request up to four passes for either or both museums by sending their name and business unit location to world_update@idg.com.

IDG Central's Local News section has additional information about discount programs for the Boston/Framingham area.

LinuxWorld Mexico

continued from page 1

According to E.J. Krause Director General Paul St. Amour, the only competitor is Xpolinux, a smaller event held in Mexico City and Monterrey. He said the first-time nature of LinuxWorld and the participation of prominent keynote speakers helped generate good press coverage. "We were very pleased with the event, and we're looking forward to expanding it next year," he said.

> *IDG World Expo is working with 15 licensing partners to produce LinuxWorld events around the globe.*

IDG World Expo is working with 15 licensing partners to produce LinuxWorld events around the globe. Some, like E.J. Krause in Mexico and the Turret Group in England, are producing events with both conference and expo components. Others, such as IDC EMEA, are producing smaller, hotel-based conference-centric LinuxWorld Summits that could expand to full-fledged LinuxWorld Conference & Expo events if market conditions are favorable. Mexico was the first venue for 2006; there are 21 other LInuxWorld events scheduled worldwide this year.

Contact Paul St. Amour at paulstamour@ejkrause.com.

off line for fun

Name
Wang Wei

Home
Beijing

Joined IDG
June 1, 1995

Career path
1995-1997, Distribution Assistant with Electronic Engineering and Product World (EEPW); 1998-1999, Manager of the Readers' Club of EEPW; 2000, Deputy Director of Advertising Department, EEPW; 2000-present, Director of Expo Department, EEPW and Director of Advertising and Expo departments of Electronic Design and Application World

Best part of your job
I keep learning.

What's kept you at IDG for 10 years?
I enjoy collaborating with other managers and colleagues, and I enjoy the working environment.

Best way someone could compliment you on your work?
"He is a good sales manager who is very professional and has many new ideas."

Interests outside the office
Driving for sightseeing, surfing on the Internet, and playing mah jongg.

Family
My father Wang Guangcheng, my wife Yang Caili and my 6-year-old son Wang Yangming.

First job
Assistant lawyer.

Favorite vacation spot
Hawaii

Favorite movie
"The Bridges of Madison County."

This week on IDG Central

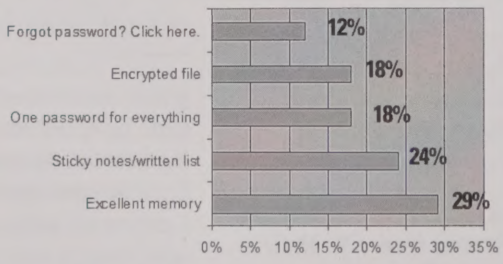
This week's Business Unit Profile focuses on CPI, IDG's publishing partner in the United Arab Emirates.

***Wang Wie** was the guest of IDG Chairman **Pat McGovern** during a lunch in Beijing celebrating his decade of service to IDG.*

Manager's profile
"When first joining Electronic Engineering and Product World as a distribution person, Wang Wei took hundreds of magazines to Zhongguancun, the trade center of various types of office supplies and computer components in Beijing, and gave vendors sample publications, which made a very big first impression on me. He is very diligent, persistent, devoted, enthusiastic, and eager to learn new things. His sales and planning abilities have been enhanced through work, becoming an outstanding salesperson of our team. He led his team in holding the highly successful National Embedded Systems Conference & Exhibition for five years, which has an annual sales volume of over 1.3 million yuan [US$161,000]. In recent years he has developed four new events, making our expo business the most active one in the trade."
— Chen Qiuna, vice president of IDG China and publisher of Electronic Engineering and Product World and Electronic Design and Application World

Question of the Week for March 6

How do you keep track of passwords?



Log on to www.idgcentral.com to vote on this week's question: Which film should have won the Oscar for Best Motion Picture?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Sigrid Falkner *IDG Germany*
David Korse *IDG World Expo*
Karen Ren *IDG China*
Piper Fowler Sheer *IDG*
Siddharth Singh *IDG India*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG World Update

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WWW.IDGCENTRAL.COM

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IDG Norway moves inventory with book sale *page 2*

Profit Margin Report *page 2*

One on one: PC World President & CEO Jeff Edman *page 3*

Grammar tip excerpts from Writing Workshop *page 6*

PC World Latin America improves office space *page 7*

Celebrating 10: Digital Power's Huang Shengping *page 8*

IDC Directions focuses on role of emerging "BRIC" countries

Capacity crowds on U.S. East, West coasts hear from nearly 40 analysts at 41st event

IDC held its 41st annual Directions conference in Boston and San Jose this month. This year's theme, "Agenda for a Shrinking Globe: Opportunities in a Connected World," focused on the opportunities and challenges presented by today's increasingly global technology market.

IDC President & CEO **Kirk Campbell** opened both the East and West Coast conferences, which were filled to capacity with a combined audience of more than 2,200 people. "We are always pleased to see so many IT industry executives at Directions each year," Campbell said. "This year's theme clearly resonated with these executives. Our network of 50 country offices, highlighted this year by our focus on the emerging BRIC [Brazil, Russia, India, China] countries, allows us to give our clients unique insight on globalization. No other company can work with our clients at the country level the way we can."

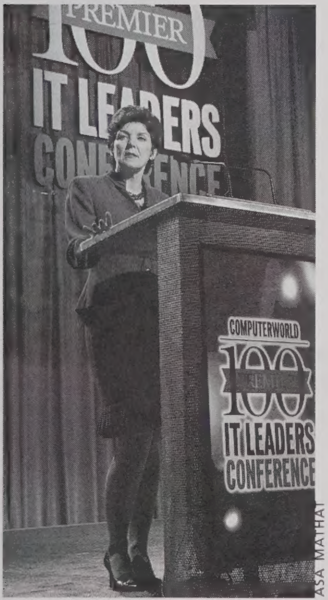
HOWARD SHOLKIN

Dozens of IDC analysts and executives spoke at Directions this year, including (l-r): Chief Research Officer ***John Gantz****, Director/Mobility Research* ***Shiv Bakshi****, Program Director/Software Pricing, Licensing & Delivery* ***Amy Konary****, Senior VP/Strategy* ***Gigi Wang****, who hosted the event, and President & CEO* ***Kirk Campbell.***

Campbell's welcome address was supplemented by 38 additional IDC speakers. **John Gantz**, IDC's chief research officer, delivered the first presentation in the general session, focusing on disruption in the global IT and communications industry. (Disruption is defined as a dramatic and rapid change in the industry that breaks traditional business dynamics and models.) Gantz discussed the dramatic changes in economic strength, working population and IT spending between the developed and developing countries in recent years. For example, China has the

continued on page 5

Computerworld strengthens ties to readers at Premier 100


ASA MATHAT

Computerworld Executive Editor, Events ***Julia King*** *speaks to attendees.*

Computerworld's seventh annual Premier 100 IT Leaders Conference, held earlier this month in Palm Desert, Calif., drew more than 700 high-level senior IT and business executive attendees and sold out its 18 sponsorships for the second year in a row.

"It's a great opportunity for Computerworld to get closer to its readers, and for our readers to network with their peers — that's what they love doing," said **Julia King**, Computerworld executive editor, Events, and national correspondent who is responsible for the Premier 100 program and chaired the conference. "We hope they get lots of practical information, lessons learned and advice from their peers."

ASA MATHAT

Ron Milton*, CW executive VP, calls the Premier 100 a "compelling departure from the standard technology conference."*

The goal of the event is to spotlight great ideas, strategic uses of best practices and real-world leadership from IT and business executives, rather than focus on vendors and products. "It's a compelling departure from the standard technology conference," said **Ron Milton**, Computerworld executive VP.

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newsworthy

in brief

Buy the book! IDG Norway employees help move inventory with in-house sale

***Frode Aure**, financial controller of IDG Norway and publisher of IDG Books Norway, stands among the thousands of books he and his team brought to their office from the company's distributor for a sale direct to readers.*

Each year, some of Norway's biggest booksellers stage a nationwide sale known as a "Mammut" sale. This year, **Frode Aure**, IDG Norway financial controller and publisher of IDG Books Norway, decided to take advantage of the book-buying mindset of the general public and sell some of the inventory being stored at the company's distributor.

Aure and several of his colleagues visited the warehouse and transported some 5,000 books back to their office where they set up a temporary distribution center. Customers were alerted to the sale via a monthly e-newsletter and ads on the company's Web sites and publications.

Aure and his staff took orders and shipped more than 1,000 books from their makeshift warehouse, significantly reducing the inventory and reducing their monthly storage charge.

"I am so pleased with the efforts of Frode and his colleagues, **Kjetil Hansen** and **Kjell Klausen**, aimed at controlling inventory and profits in the division," said IDG Norway Managing Director **Morten Hansen**. Hansen noted that they were assisted by **Wenche Brunvoll** and **Bjorg Elin Brodersen**, who developed a model to track the extensive numbers of single-sales transactions through a specially "home designed" invoice and reminder/debt collection system. "They are all demonstrating the true spirit of IDG entrepreneurship, and I am indeed gald to have them as my colleagues!" he said. WU

IDG Central password reminder

Recent changes to the IDG Central and IDG News Service sites now allow you to use the same password for both sites. If you have a login and password for the News Service, use those to access IDG Central. Once on IDG Central, there is a form that will allow you to change your password. If you choose to do so, the new password will work for both sites. If you do not have access to the IDG News Service site now, you may continue to access IDG Central as you always have. Questions? Send an email to idgcentral@idg.com.

Full January publications profit margin report available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of January, see this feature on IDG Central.

CW/IW publications
1. Computerworld Bulgaria
2. Czech Business World
3. China Computerworld
4. Computerworld Norge (Norway)
5. Computer Sweden

PC World publications
1. PC Tipp (Switzerland)
2. PC for Alla (Sweden)
3. PC Welt (Germany)
4. PC World Poland
5. PC World U.S.

Macworld publications
1. Macwelt (Germany)
2. Macworld U.S.
3. MacWorld Sweden
4. Macworld Espana (Spain)
5. MacWorld U.K.

Networking publications
1. NetWorld (Poland)
2. Network World (Japan)
3. China Telecom World
4. Nettverk & Kommunikation (Norway)
5. Reseaux & Telecoms (France)

Reseller publications
1. Dealer World (Spain)
2. IT-Bransjen (Norway)
3. China Computer Partner World
4. IT- Branschen (Sweden)
5. Computer Partner (Germany)

Games publications
1. GameStar (Poland)
2. GamePro (Germany)
3. GameStar (Germany)
4. Australian GamePro
5. GameStar (Hungary)

CIO publications
1. CIO New Zealand
2. CIO U.S.
3. China CEO & CIO
4. CIO France
5. CIO Japan

Coming up

IT Architect Summit
April 3
Tokyo
http://www.idg.co.jp/english/event

Computerworld Storage Networking World
April 3-6
San Diego, CA
http://www.snwusa.com

LinuxWorld Conference & Expo
April 3-6
Boston
http://www.linuxworldexpo.com

IDC Business Intelligence and Business Process Forum West
April 3-4
Santa Clara, CA
http://www.idc.com

European CIO Conference and Awards
April 4
Frankfurt, Germany
http://www.europeancioconference.com

CIO Conference 2006
April 4
Milan, Italy
http://www.idc.com/italy

Computerworld IT Leaders Regional Summit
April 6
San Diego, CA
http://www.premier100.com/regional

CIO Asia Conference & Awards 2006
April 7
Singapore
http://www.cio-asia.com/cioconf2006

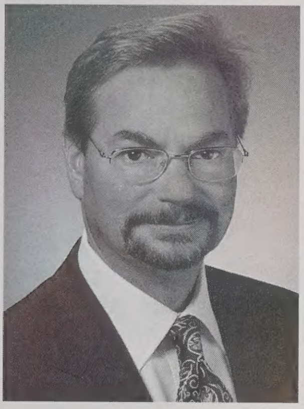
Network World Conference
April 13
Tokyo
http://www.idg.co.jp/english/event

Linux Technology Forum
April 14
Tokyo
http://www.idg.co.jp/english/event

For more upcoming events visit http://www.idgcentral.com.

one on one the interview

Jeff Edman
The president & CEO of PC World Communications is this week's columnist. Reach him at jeff_edman@pcworld.com.



A 21-year veteran of PC World, Jeff Edman joined the publication in 1985 as Midwest advertising manager, subsequently moving up to positions as Eastern advertising director and advertising director for market development. In 1992 he was promoted to vice president of national accounts and in 1993 to vice president, director of advertising. He served two years as vice president, associate publisher before he was promoted to publisher in 1997. In 2000, he was named CEO.

Under Edman's direction, PC World became the world's largest computer magazine. Twice on his watch as VP of advertising, the PC World sales team broke the IDG company-wide record for advertising revenues and page counts.

"To underscore the importance we put on [building online communities], we're in the process of hiring a community manager, which is a position that we've never had before."

Q Can you tell us a little more about PC World's new sponsored PDFs program?

A Several IDG business units have had great success selling qualified sales leads to enterprise-oriented vendors. But since most of PC World's traditional advertisers sell direct or through retail, buying individual leads is not really an option. So, we've been creating PDF "superguides," which are compilations of recent PC World editorial grouped around product types. "Windows XP" is an example. Then, through e-mail blasts and other promotions, we ask visitors to our Web site to download the free PDF. A sponsor would benefit by branding on the PDF itself and would gain access to the e-mail addresses of readers who got the free download. They can also advertise on the e-mail solicitations.

This represents a great way for vendors to amass large quantities of e-mail addresses from people who have exhibited an interest in a product or service similar to what they sell.

Q What do you think about the recent sale of Computer Shopper, and how will it affect PC World?

A At one point, Computer Shopper carried more advertising space than anyone in our category. They built their business helping direct-response vendors market effectively to end users, and Computer Shopper's mailing list was second to none. CNET acquired Computer Shopper several years ago from Ziff Davis and recently sold it to someone called SX2 Media Labs. Subsequently, a company in India called Cyber Media Limited acquired a 20% stake in SX2.

Computer Shopper has suffered mightily as direct-response advertising flowed out of print and into the dot-com world. Their marketshare, for example, has slid from 25.1% in March 2003 to just 21.3% in March 2006. Worse still, their Web site's content is populated largely from CNET, and while we've heard that this relationship will continue for at least a year, it doesn't bode well for their Web strategy.

Cyber Media is, in fact, a content creator and magazine publisher. We speculate that Computer Shopper may actually start outsourcing content to Cyber Media, which wouldn't be a crazy idea until you consider that the tech products marketed in India may not be marketed here and vice versa.

In terms of the impact on PC World, we don't expect much to change but are keeping a close eye on them. There's nothing particularly unique about Computer Shopper right now. They sell basically on price, and their circulation is about half of ours.

Q Encouraging the growth of online communities seems to be a priority for business units across IDG these days. Is that effort as important at a consumer-focused publication like PC World as it is at the B2B publications? What are some of the ways PC World goes about building communities?

A As you may know, PCWorld.com will be completely redesigned and rearchitected for debut in June. We've identified 10 key goals for "Newsite" with community being one of them.

Where magazines typically involve one-way communication — editors creating content for reader consumption — the Web allows us to expand greatly on this. Editors can create content, for example, and site visitors can respond with comments and enter into discussions with other visitors. Vendors could weigh in as well. We believe that by encouraging this dialogue, our Web site will become more indispensible to its visitors, and they'll return more frequently and stay longer.

We've also noticed strong interest in "how-to" content both on PCWorld.com and in our magazine. We are in the process of extracting tips out of the content we regularly produce and may one day assemble them into a database where site visitors could search for help. Then they could contribute tips of their own and vendors could be solicited for FAQs along with their standard responses. This, along with user reviews of products, forums, etc. will highlight the new PCWorld.com.

To underscore the importance we put on this, we're in the process of hiring a community manager, which is a position that we've never had before.

Q Can you talk a little about how PC World is working with IDG Connect?

A PC World is very excited to be part of the IDG Connect program. Again, most of the products advertised with us are sold direct or through retail, but these vendors often have other products that they sell to enterprises or vertical markets such as government, legal, health care, etc. We see IDG Connect as a way to help our accounts sell these other product lines which, while not advertised in PC World specifically, still mean significant revenues for them. It's a way to help them manage the various parts of their business in better ways while creating a new revenue stream for PC World.

On-site polls provide valuable feedback for editorial staff

Julia King, Computerworld executive editor, Events, and Premier 100 chairperson said Computerworld uses the event to "take the pulse" of the attendees so Computerworld can better focus on the issues that are important to its audience. "We're constantly polling people on key issues and what they want to know more about. It's a way to be an advocate for our readers."

This year Computerworld bought electronic audience-polling devices, which it used to poll attendees during the sessions. Among the findings were the following:

- 57% of the IT executives polled said they had no adequate disaster recovery plan in place to address a regional disaster such as Hurricane Katrina.
- 49% said that Sales was the most difficult department in their company for IT to work with; 52% said Finance was the easiest.

Premier 100

continued from page 1

The theme of this year's conference, which Computerworld VP/Editor-in-Chief **Don Tennant** called "the IT user community's essential annual gathering place," was "Mastering IT Agility, Accelerating Business Innovation." The three-day event featured presentations by CIOs and IT executives from Boeing, Marriott International, Fedex, TD Ameritrade, Northrop Grumman and the City of New Orleans, among others.

Premier 100 sponsors, including Avaya, Price Waterhouse Copopers, Fujitsu, SAS and Symantec amongst others, got increased brand visibility and the chance to meet and network with hundreds of C-level IT executives. "Computerworld has done a tremendous job covering a wide variety of topics of interest to CIOs," said Jay Gardner, BMC Software VP/GM of On-Demand Computing (and former CIO). "There are several levels of IT executives here, and we all have something to learn from each other."

Following on last year's successful on-site blogs, 10 Premier 100 attendees and honorees were given the chance to share their thoughts and opinions on the event's topics and speakers. (Read the blogs at http://www.computerworld.com/blogs/p100.)

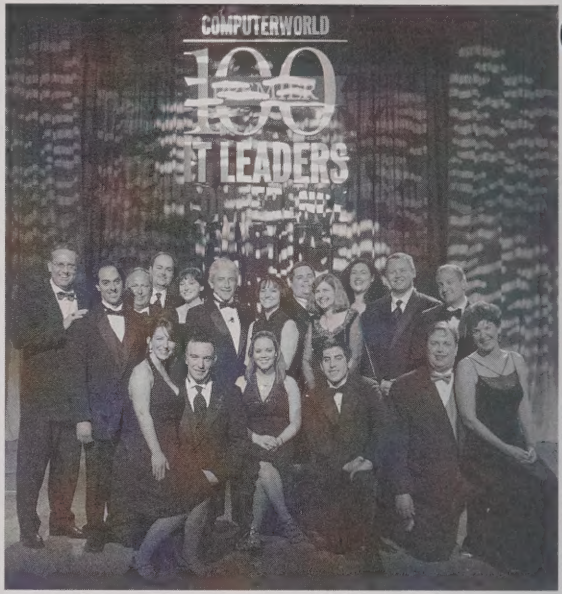
At a gala dinner and awards ceremony on the final night, Computerworld honored the 2006 class of Premier 100 IT Leaders who have had a positive impact on their organizations through technology. More than 450 candidates were nominated and the final 100 were selected by CW editors and an outside panel of judges comprised of past honorees.

Eligible nominees include CIOs, chief technology officers, senior vice presidents, vice presidents, IT directors and managers from a cross-section of user and vendor companies and their IT divisions.

Nominees completed a comprehensive management/leadership survey in which they were asked about a range of topics, including their backgrounds, work experiences, special accomplishments, leadership styles, project management skills, mentoring activities, technology priorities and strategies and other details about the IT environments they have fostered at their companies.

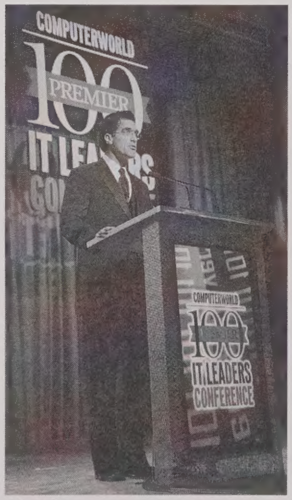
Also chosen were 12 "Best in Class" Premier 100 honorees who demonstrated particularly effective IT business value.

The next Premier 100 will be held March 4-6, 2007 in Palm Desert, Calif. Contact VP, Event Marketing and Conference Programs ***Derek Hulitzky*** *at derek_hulitzky@computerworld.com or go to http://www.premier100.com.* WU

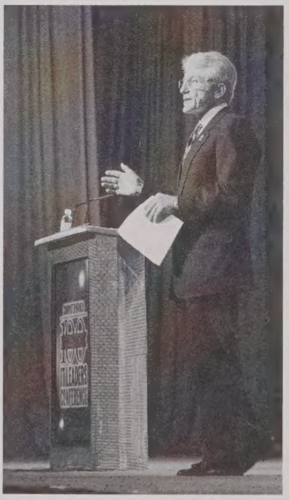


PHOTOS BY ASA MATHAT

Julia King, *CW executive editor/events, national correspondent, praised the Computerworld Strategic Programs and Events team for creating a "seamless" Premier 100 and "making the trains run on time." Team members include: Back row (l-r):* ***Ron Milton****, executive VP, Strategic Programs;* ***John Amato,*** *VP, Business Development;* ***Leo Leger****, VP, Strategic Initiatives;* ***Duncan Newell****, senior marketing specialist;* ***Jean Lee****, custom events specialist;* ***Don Tennant****, VP/editor-in-chief;* ***Kelly McGill****, executive programs specialist;* ***Michael Meleedy****, director, event management;* ***Nancy Felsheim****, conference manager;* ***Michelle Remeny****, Web development specialist;* ***Chris Johnson****, event operations specialist;* ***Derek Hulitzky****, VP, event marketing and conference programs. Front row:* ***Laureen Austermann****, executive assistant to the CEO, corporate communications manager;* ***Josh Ryan****, customer service coordinator;* ***Shari Ebb****, audience development coordinator;* ***Colin Longval****, business development specialist;* ***Chris Leger****, business development specialist; and King.*



Matt Sweeney*, CW's president, CEO & publisher, greets the 700-plus C-level attendees before the dinner honoring the Best in Class winners.*



CW VP/Editor-in-chief ***Don Tennant*** *introduces a planel discussion on "Executing the Global Agenda."*

IDG

Current Jobs, Week of March 20, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editorial Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	IS	IT Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Online Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Web Developer	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Producer, Rich Media	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online Sales	Online Client Services Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	IS	Database Developer	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Facilities	Office Services Manager	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Network Specialist	Framingham MA	Maura Russell	maura_russell@idg.com	508-988-7912
IDG Entertainment						
	Ad Traffic	Advertising Operations Specialist	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	New York NY	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Legal						
	Legal	Paralegal	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Prod	Digital Prepress Specialist	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Data Group						
	Gen	Account Service Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Edit	Associate Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Mktg	Marketing Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Cust Serv	Client Services Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Planner	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Registrar & Customer Service Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Web Application Developer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Sales	Account Executive, Inside Sales	Framingham MA	Michael Carroll	michael_caroll@pcworld.com	508-370-0842
	Tech	Senior Systems and Network Administrator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Cust Serv	Senior Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	HR	Analyst Educator	Framingham MA	Debbie Bernardi	dbernardi@idc.com	508-935-4361
	HR	Senior Compensation/Project Specialist	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Market Development Manager, Services and IDeAS Resear	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Marketing Specialist, Mobility, Computing, Consumer & Tele	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Director, Business Process Integration & Deployme	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Finance and Accounting Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program VP, Applications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Telecommunications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, VOIP Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Research	Research Manager, Consumer Markets: Gaming	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Financial Compliance Solutions	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Group Vice President, WW Banking and Insurance	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Director, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Operations	Group Operations Manager	McLean VA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Civilian Government	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Government IT Vendors	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Cons	Consulting Director, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

March 20, 2006

Office Services Manager (CSG)

IDG is looking for an energetic, service oriented Office Manager who will be responsible to update and maintain an efficient and seamless office service facility of 85 employees. Specific duties will include the supervision of two people; oversee contract negotiations for the maintenance and upgrading of all office equipment, and interact with building management on facilities matters. Other duties include assessing managing and fulfilling the printing and paper needs of a diverse group of departments. This person will also work closely with support staff and the management team on improving our current warehouse inventory management system. Additional tasks will include administrative support to the CFO and events planning for the business on an as-needed basis. The ideal candidate will have 5+ years of proven work experience managing an office in a similar capacity. Must possess excellent organizational and influence skills and thrive in a fast-paced environment. Knowledge of Microsoft Office and Lotus Notes desired. Ability to work independently is required. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Account Services Specialist (CWI)

Computerworld has an exciting opportunity in our successful online department for an Account Services Specialist. The person in this position will work closely with our online sales team, online editorial team and our developers to create and analyze metrics on online user habits and use the resulting data to create custom and lead generation programs for Computerworld.com's advertisers. The Account Services Specialist will work closely with the advertisers to ensure a flawless and effective partnership with Computerworld. Candidates should be very customer service oriented and possess strong analysis and presentation skills. A marketing, sales and/or communications background and prior experience in online is helpful. A Bachelor's Degree is required along with strong MS Office experience. Online production/design experience with HTML a plus.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Producer, Rich Media (CXO)

CXO Media is looking for a seasoned Rich Media Producer to join its award-winning team in Framingham, MA. The right candidate will join a team of talented technical, design and content professionals and will manage all aspects of the company's growing rich media product lines, particularly webcasts and podcasts. The Rich Media producer will develop project schedules, manage partner/vendor relationships, and see multimedia projects through to completion. The ideal candidate will be a team player and be comfortable working on multiple projects simultaneously. Required skills: at least 3 years experience in web-based rich media production; strong understanding of rich media technologies; proficiency in web graphics production and web publishing technologies; excellent communication skills; ability to work both independently and in a team and be extremely customer service-oriented. Subject-matter expertise (IT industry) is preferred. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Regional Sales Manager (CXO)

CXO Media Inc. has an exciting opportunity for a Regional Sales Manager with a minimum of 5+ years of media sales experience to sell advertising products for CIO magazine, the industry's leading business publication for technology executives. This position will be responsible for creating new business opportunities for print, online, custom programs and events while maintaining and growing current customer revenue. Candidates must be creative and strategic as well as highly organized and motivated. Strong relationships and closing skills are a must. Other responsibilities include prospecting, developing client relationships, preparing proposals and effective use of the sales database. High-tech experience is required along with the ability to approach senior level marketing contacts. This individual must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel is required. ***Location: Paramus, NJ***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Senior Research Analyst, Vertical Markets (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst. The Vertical Group assists IT suppliers with guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. This role has three main objectives: Research, Writing and Program Development for the family of Services Vertical Views programs and the Vertical Markets Watch program. Additionally, the role provides ongoing support to the Vertical Group as a whole by heading up several fundamental data gathering activities such as IT vendor revenues, IT contracts, and industry indicators. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with IDC and Insights analysts. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Responsibilities: Develop research and forecast models for the Services Vertical Views program and related Vertical Views SIS products; Collaborate with IDC's Industry Insights to develop and write research for the Vertical Markets Watch program; Upkeep and grow our revenue and contract databases; Upkeep and grow our industry indicator database; Lead annual vertical market share initiative; Assist with other ongoing research projects; Develop a rapport with the entire Vertical Group to gather and process information. Skills: Proficient understanding of Information Technology with the ability to stay current on new industry developments; Project Management skills; Understanding of 10-Ks, annual reports, online research, writing surveys/interview guides, ability to build and maintain forecast models; Writing skills: Ability to construct a logical, well-thought out and well-written document; Written and Oral Communication skills: Ability to clearly communicate in a professional manner; Interpersonal skills: Ability to develop relationships with other analysts, clients and prospects; Technical skills: Excel, Word, Powerpoint; Visual Basic, Excel Macro and database skills a plus; Attributes of a successful candidate: motivated, detail oriented, proactive, collaborative, analytical, creative, and curious. Education and Experience: Undergraduate degree and 4 to 8 years related experience or equivalent.

Location: Framingham, MA

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Market Development Manager, Services and IDeAS Research Groups (IDC)

IDC is seeking a dynamic, cross-disciplinary marketing professional with demonstrated business and market development experience to drive revenue for a diverse portfolio, and contribute to the development of a growing marketing team. The individual will work closely with sales and marketing teams, management, prospects/clients and analyst teams to develop, implement and manage overall market development and sales growth strategies and plans for new and existing products and professional services within the Services and Software research groups. The individual will be joining a team of marketing professionals within the Services and Integration, Development and Application Strategies teams and will also be connected to a network of marketing professionals across IDC. Responsibilities include building and executing a segmentation and market development plan including lead generation for named accounts, prospect development and qualification, new product launch support and overall support for sales and customer retention strategies; providing input to the development of integrated plans and initiatives; and collaborating with relevant product, sales and marketing teams to recommend and develop sales tools, sales collateral and messaging, Powerpoint presentations and operational processes to support overall go-to-market strategies. The individual in this position will have direct contact with IDC customers and prospects, IDC research analysts, and IDC's sales force. We are seeking individuals who have a minimum of five years experience in marketing management with prior business development and/or direct sales responsibilities. Proven abilities in relationship and team building, negotiation, communication, managing multiple priorities, marketing/sales process innovation, change leadership, and managing for results will be key to success in this position. IT and Business Services or Software industry experience is preferred (but not required). Candidates will be required to hold a bachelor's degree and an MBA is considered a plus. This position will be based in IDC's Framingham, MA office and will require approximately 10 - 15% travel.

Location: Framingham, MA

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Director, Business Process Integration and Deployment (IDC)

IDC's Application Development and Deployment Research Group is looking for a dynamic individual with expertise across software products and strategies to assume a Program Director position for the Business Process Integration and Deployment program. Key functional areas of focus include application servers, integration servers, business process management, message oriented middleware, TP monitors, and adapters. This individual will be responsible for driving program research, customer support, business development, and strategic consulting. Candidates should have 20+ years of software industry experience, a strong technical and marketing background, and feel comfortable providing strategic consulting to C-level executives. Accomplished primary research and writing skills are assumed. Advanced degrees are recommended. This position is based IDC's Framingham MA or Mountain View CA office. Requires about 15% travel nationally/ internationally. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Consumer Markets: Gaming (IDC)

The Consumer and Broadband Markets group at IDC is seeking a Research Manager to lead its Consumer Markets: Gaming program. This person will head-up IDC's gaming research that encompasses console, PC, and wireless gameplay. Research responsibilities include conducting and publishing ongoing research and forecasts for online PC gaming, console and titles sales, online console gaming, and wireless gaming, and developing and delivering original studies on gaming technologies, content, and casual and hardcore gamers. The analyst will work closely with other Consumer Markets analysts in the U.S. and abroad to conduct well-founded, global market research products. The role also requires taking lead responsibility for servicing and building upon the client base through business development and working with Sales. We are seeking candidates with prior research, writing and analysis experience as well as the ability to work with and create forecast models. Candidates must have a keen interest in the consumer market space, and ideally have experience in or knowledge about the gaming industry. Candidates must have the ability to communicate their ideas clearly and concisely with members at multiple levels of an organization and have experience and comfort with public speaking and presenting. Candidates need the ability to work on competing and multiple priorities simultaneously and have confidence in communicating their ideas and opinions both verbally and in writing. The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor; Demonstrate initiative and structure in independently exploring new topics; Participate in and bring value to a larger team of consumer analysts; Demonstrate strong writing, public speaking and presentation skills; Have and build relationships with key gaming, technology, service and content vendors; Drive business development and support sales activities that lead to client acquisition; Balance multiple roles simultaneously. 5+ years of experience in market research OR the gaming/media industry required. This position is based in IDC's San Mateo, CA office. Some travel required. ***Location: San Mateo, CA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Inquiry Analyst (IDC)

The Access Group is seeking a Senior Inquiry Analyst on the IDCInquire team to support software and vertical market-related research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. In addition to answering client inquiries, the Senior Inquiry Analyst will also contribute to data collection projects and research document deliverables. Account management for some of our smaller IDCPreferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with three to five years of professional experience in a research or high technology environment. This position is based in Framingham, MA and does not require travel. Relocation is not available.
Location: Framingham, MA
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Group Vice President, WW Banking and Insurance (FI)

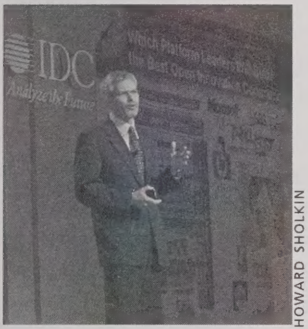
The Group Vice President, WW Banking & Insurance reports to the Chief Operating Officer and has P&L responsibility for research and consulting related to the banking and insurance segments at Financial Insights. General responsibilities consist of research and writing, managing the research functions, program development and building the relationships within these markets. Specific responsibilities include managing staff and research agendas associated with five research practices: Consumer Banking & Credit, Corporate Banking, Payments, Insurance and US ITO. In addition: coordinating research content and agendas with other banking and insurance practices around the world, managing staff, custom research and consulting associated with the banking and insurance segments, business development activities and sales support to grow the banking and insurance practice and full P&L responsibility of research and consulting business in the US for meeting contract bookings, top line revenue and net operating profits for the group. The successful candidate will have 15+ years of industry experience in banking and insurance of which 5+ years includes successful P&L management. The candidate must be able to demonstrate a deep working knowledge of the various lines of business functions within a bank and ideally within an insurance company. Market research and consulting experience preferred, although equity research experience is acceptable. Candidates must have proven written and oral presentation skills and extensive public speaking experience. Undergraduate degree required, advanced degree, preferred. Travel required 40-60%. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Event Coordinator (NWI)

Network World's Seminar and Events team is seeking an Event Coordinator. This position will provide the operational and logistical support and assist in all customer communications for Network World events. In addition the Event Coordinator will project manage all of the Network World Technology Tour workbooks, including the editing and traffic of all show presentations, working with printers to produce signage, banners, badges, and other printed materials and ensure workbooks are printed and shipped to each seminar location. Candidates will be self-directed team players, and possess strong interpersonal, oral and written communication skills. Must be able to quickly evaluate problems, and work effectively in a fast-paced collaborative environment. Individuals must be able to handle multiple assignments, meet specific deadlines and possess exceptional organizational, communication, time and project management skills. Proficiency in MS office suite, email client applications and the desire to learn new software applications a must. A college degree or equivalent experience and 1-2 years administrative experience required. Experience working with executive clientele and knowledge of technology industry a plus.
Location: Southborough, MA
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

IDC Directions

continued from page 1



HOWARD SHOLKIN

IDC Senior VP of Research ***Frank Gens*** *was one of almost 40 IDC speakers to address the audience atDirections.*

fourth largest economy in the world, is the largest consumer of televisions and mobile phones and for the first time last year was the largest exporter of high-technology goods. China and India have GDP growth rates that are just under three times that of the U.S., and IT spending growth rates that are just over three times that of the U.S. Gantz's projection of the shift in economic power and technology consumption among the developing countries set the agenda for the entire conference.

Shiv Bakhshi, director of mobility research, followed with a presentation on the complexity, chaos and ceaseless change in mobile communications. Bakhshi talked about the impact that mobility has had in the workplace and on the lifestyle of people around the world. Most importantly, mobile communications will continue to connect more people around the world and present more opportunities for technology innovation.

As society becomes ever more dependent on technology, more automation is implemented everywhere. Everything from factories to customer service is increasingly driven by software and not humans. This has fueled the complexity and rapid changes in the software industry. **Amy Konary**, program director of software pricing, licensing, and delivery research, shared her views of the disruption in the software industry that started a decade ago with the introduction of Web-based platforms and what that will mean for the future of IT. Konary compared and contrasted the new software business strategies that are being shaped by software as a service, subscription and open-source licensing models.

Frank Gens, senior VP of research, closed the morning with his outlook on the dynamic enterprise. Drawing from extensive IDC primary research, Gens explained how technology innovations, new products and evolving business models will be adopted by customers.

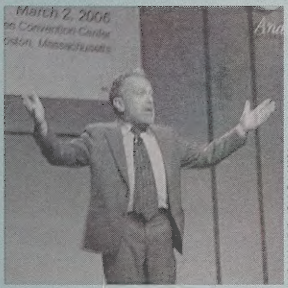
Following Directions tradition, the afternoon offered deep dives into seven areas: Telecom, Mobility, Applications, Services, Dynamic Enterprise, Information Management and Consumer Trends. Each of the seven tracks offered three presentations on various aspects of the topic. "These in-depth sessions offer our clients an opportunity to really dig into a topic," said **Gigi Wang**, senior VP of strategy. "These sessions highlight the depth of IDC's research, and all of the sessions attracted overflowing crowds. Many of our clients return to their offices and replay the session recordings."

Rounding out the agenda were two series of briefings and special interest sessions that added 13 presentations to the day. These sessions highlighted IDC's strength in the financial, government, healthcare, manufacturing and energy industries and its extensive research in channels, customer financing and the emerging BRIC markets.

Closing the conference was a presentation by Robert Reich, economist, professor, and former U.S. Secretary of Labor, whose talk was titled, "China, India, and the Future of Everything." (See sidebar.) Reich delivered a comprehensive look at how globalization has changed the technology markets. He agreed with IDC's outlook on the technology market but arrived at his conclusions through an economist's perspective. A summary of Reich's presentation at IDC Directions can be found on CNET's Web site.

Directions07 will be held March 6, 2007, in San Jose and March 14, 2007, in Boston. For more information, visit http://www.idc.com/events. WU

Robert Reich sees extraordinary opportunities in tech industry



HOWARD SHOLKIN

Former U.S. Secretary of Labor Robert Reich delivered the closing keynote at this year's Directions conference.

Robert Reich, former U. S. Secretary of Labor in the Clinton administration, said he believes the U.S. — with its strong emphasis on higher education, commitment to research and development, tradition of political and economic stability, and well-developed technology and communications infrastructure — is well positioned to compete in the global economy during the next 10 years. Delivering the closing keynote at IDC's Directions conference in Boston, Reich said that while globalization depends on high skills, value, and price, the U.S. has a significant lead in innovation.

"People and brands are the only barriers of entry to competition," explained Reich, who currently teaches economics at the University of California, Berkeley. He said companies need to figure out how to attract and retain talent in an era where work/life balance is gaining in importance.

"U.S. companies must be in the largest growing markets," Reich explained in remarks about China and India. He predicted that these economies have not yet begun to grow like they will in the future.

Reich identified three storm clouds to keep an eye on in the next 12 to 18 months: the supply and price of oil, the U.S.'s $400 billion budget deficit and the country's reliance on foreign capital to cover the deficit, and consumer spending. Reich pointed out that consumer spending makes up 70% of economic activity in the U.S. He believes consumers cannot sustain the level of spending and debt accumulation they have incurred in recent years. Nonetheless, he expects IT and innovation to be bright spots in the U.S. economy, noting that future growth will be based on value; value is driven by innovation; and there is plenty of innovation in the tech sector.

Thanks to IDG Director of Corporate Communications ***Howard Sholkin*** *for contributing this report.*

noteworthy people

New employees

O'Reilly

PETER SHORT

Previously an account executive with Gustin Advertising, **Natalie O'Reilly** joins IDC Framingham as a marketing specialist. She holds a B.S. in management science, marketing, from Bridgewater (Mass.) State University where she is currently studying for an M.S. in management with a concentration in organizational development. In her free time she enjoys remodeling her recently purchased cottage, hiking, gardening and collecting orchids.
noreilly@idc.com

Fear

IDG WORLD UPDATE

Previously a section editor at C|NET, **Allen Fear** joins InfoWorld as an executive producer charged with building out InfoWorld's online offerings. He holds a B.A. and an M.A. in German from Indiana University in Bloomington, Ind., and a Ph.D in English from Heinrich Heine Universitat in Dusseldorf, Germany. Currently studying Chinese, he also enjoys cooking, hiking and camping.
allen_fear@infoworld.com

Earls

IDG WORLD UPDATE

Casey Earls is Macworld's new copy editor. For the past six years, she was a co-owner, the publisher, and the managing editor of her own publication, *Scoot! Quarterly*, a magazine for and about vintage scooter enthusiasts. She has also worked as a technical editor at Genentech, Elan Pharmaceuticals, and OHM Remediation Services. She has a B.S. in journalism from California State University/Chico. A major Mac enthusiast, she owns a Mac-quarium made from a Mac Classic II and has been to nearly every Macworld Expo in San Francisco.
cearls@macworld.com

Benstock

IDG WORLD UPDATE

Brian Benstock comes to his role as IDG World Expo director of marketing from BJ's Wholesale Club, Inc., where he was brand manager of specialty business. He earned a B.A. in corporate communications from Framingham (Mass.) State College and enjoys travel, scuba and golf. *brian_benstock@idg.com*

Gradijan

IDG WORLD UPDATE

Dave Gradijan joins CXO Media as an online copy editor, coming from the Boston Herald's Herald Interactive where he was online news editor. He earned a B.A. in English from Framingham (Mass.) State College and enjoys movies and "honing my incredibly mediocre basketball skills."
dgradijan@cxo.com

Returning employees

Mabrucco

Vito Mabrucco returns to IDC Canada as managing director, coming from Cisco Systems Canada where he was VP, marketing. Before going to Cisco he was IDC Canada's VP, products and services. A graduate of the University of Waterloo in Waterloo, Ontario, he holds a degree in economics and accounting. In his free time he enjoys golf, collecting wine and raising his three children with his wife.
vmabrucco@idc.com

Writing Workshop

Tips related to variant spellings concludes this week on IDG Central

*PC World Senior Copy Editor **Steven Gray** and his long-time and now-retired colleague Barbara Lewis contribute grammar tips four days a week in IDG Central's Writing Workshop section. The following is a sample of recent tips. The last week of Variant Spellings tackles words such as towards/toward, 'til/until and thru/through.*

Situation #1: Some two-syllable verbs have an accented first syllable and end in a vowel followed by an l. The past tense of every word in this group receives different treatment in British style than in U.S. style. British style doubles the l and adds -ed; U.S. style simply adds -ed.

Example: "All this may continue to happen at trade shows, but not at Codmex, which was cancelled this year."

According to standard U.S. style, "canceled" is the preferred spelling — although paradoxically "cancellation" is preferred in the United States over the one-l "cancelation." Some other past-tense spellings in this group (with British spellings in parentheses) are "labeled" ("labelled"), "pedaled" ("pedalled"), "totaled" ("totalled"), and "traveled" ("travelled"). In its handling of the British forms of this group, Microsoft Word approves the spelling of only one: "cancelled." You should be aware of a quirk of U.S. spelling, however: Two-syllable verbs that have an accented second syllable and end in an l receive the British treatment when followed by -ed. Examples include "compelled," "controlled," "dispelled," "propelled," and "repelled."

The PC World Way: "All this may continue to happen at trade shows, but not at Codmex, which was canceled this year."

Situation #2: There has always been a strong current of Anglophilia in the United States, evidenced in part by devotees' adoption of British variant spellings.

Example: "That area was the centre of attention and used to be a big draw."

Even if you live and write in the United States, there is nothing wrong with using British variant spellings if you prefer them and the publication you're working for doesn't object. Most U.S. publications, reasonably enough, standardize on U.S. spelling, however; and a U.S. audience upon encountering British variants may conclude that the author is either indulging in whimsy or expressing haughtiness. Neither is a desirable outcome.

The PC World Way: "That area was the center of attention and used to be a big draw."

For more tips go to www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Terry Lee *IDG Australia*

16
Ellen Messmer *Network World*
John Kelley *CXO Media*

15
Susan Cardoza *Network World*

14
Robert White *IDC U.K.*
Birgitte Rygaard *IDG Denmark*
Helene Truffaut *IDG France*

13
Doug Casement *IDG New Zealand*
Klaus Breu *IDG Germany*

11
Mike Weigand *IDG Entertainment*

8
Karen Cash *IDC*
Jamie Kalbach *Computerworld*

7
Hillevi Billinger *IDG Sweden*
Paul Lyzun *IDC*
William Hall *CXO Media*

6
Peter Hebenstreit *Network World*
Dennis O'Reilly *PC World*
Thomas Luong *PC World*
Michele Tousignant *IDC*
Mattias Malmqvist *IDG Sweden*
Olivier Rafal *IDG France*
Monica Bennett *IDC*
Silvia Iori *IDG Italy*

5
Peter McLennan *IDG New Zealand*
Scott Bartley *IDG New Zealand*
James Poulson *Macworld U.K.*
Connie Massey *IDC*
Ronald Westberg *IDC*
Emilie Ingram *IDC*
Andrew Haney *CXO Media*

3
Keith Elshout *IDC U.K.*

2
Christina Bleiken Petersen *IDG Sweden*
Catherine Mallen *CXO Media*

1
Norm Olean *Network World*
Ernest Dasilva *IT World Canada*
Brian Woodrow Nielsen *IDG Denmark*
Claire Qian *IDC China*
Alex Chen *IDC China*
Peace Ning *IDC China*
Laura Yu *IDC China*
Nur Hayati Ali *IDC Singapore*
Eddye Diabar-Selbonne *IDG France*
David LaMarche *IDC*
Kwon Chin *IDC*
Seth Fishbein *IDC*
Jean Costello *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Passes available for New England Aquarium, Museum of Science

As a corporate member of the New England Aquarium in Boston and the Boston Museum of Science, IDG recently received a limited number of guest passes for both venues. Any IDG employee visiting Boston may request up to four passes for either or both museums by sending their name and business unit location to world_update@idg.com.

IDG Central's Local News section has additional information about discount programs for the Boston/Framingham area.

PC World Latin America enhances conference room with barter deals

IDG WORLD UPDATE

*The PCW Latin America staff takes a break from their recent painting project. (L-R): Assistant Editor **Rafael Iglesias**, Technical Director **Armando Lazo**, Director of International Sales **Walter Mastrapa**, Administrative Assistant **Acela Bofill**, International Publishing Services VP/Latin America **Trino Ramos** and Managing Editor **Elinet Medina**.*

The Miami-based staff of PC World Latin America had a simple goal in mind: turn an old unused office into a meeting room where they could hold customer breakfasts.

Since the project hadn't been budgeted, employees did all the work themselves — painting, applying acoustic wall covering and bartering with vendors for equipment. The ads-for-equipment exchange yielded an LCD TV, DVD player and a new PC and speakers. Once they embarked on the project, they ended up painting the entire office over a two-day period.

The staff is in the midst of planning the first in a series of breakfasts, which will be an opportunity for clients to showcase their products. WU

Meet Your Colleague: Dave Reinsel

IDC Director/Storage Research **Dave Reinsel** is profiled this week on IDG Central's Meet Your Colleague page (www.idgcentral.com). An excerpt from the feature appears below:

"I love digging into data, I love discovering insightful trends, and I love exceeding client expectations," Reinsel said. He sees his job as an opportunity to develop unique insights about a specific topic, put together a message about them and then evangelize that message in a variety of ways

By way of his evangelism, the first time he spoke at IDC's Japan Storage Forum in 2001, he learned his introductory paragraph in Japanese. "I thought I did well, the whole crowd applauded," he said. "But I guess they could have been applauding because I'd told them that that was all the Japanese I knew and that I was now going to finish my presentation in English."

celebrating 10!

Name
Huang Shengping

Home
Beijing

Joined IDG
July 18, 1995

Career path
July 1995-April 1999, Director of Commentary Department, PC World China; May 1999-December 2002, Editor-in-Chief, Home PC World; January 2003-present, Publisher and Editor-in-Chief, Digital Power

What's kept you at IDG for 10 years?
All the challenges and growth opportunities in publishing, the IDG culture and the respect shown to the talented employees.

Moment at work you will never forget
Working with colleagues late into the night and eating cold Kentucky Fried Chicken.

Most challenging part of your job
Helping employees feel a sense of accomplishment and teamwork.

Best way someone could compliment you on your work?
Tell me "I want to work for Digital Power!"

Interests outside the office
Tennis, swimming, traveling.

Family
My father, my mother, and my 4-year-old son Huang Qiaoyu

What did you want to become when you were a child?
A famous reporter.

***Huang Shengpingi** was the guest of IDG Chairman **Pat McGovern** at a lunch in Beijing honoring her 10 years of service to IDG.*

First job
Computer engineer.

Favorite vacation spot
France

Retirement dreams?
Calligraphy and artistic painting. Traveling around the world if I have money.

Manager's profile
"As the publisher and editor-in-chief of Digital Power, Huang Shengping — known as 'Huang JAVA' in the industry because of her first report of JAVA in China — has been in charge of reporting about technology and products within the IT industry. She is a strong writer and communicator. She also has strong management ability, and she is very devoted to her career. Under the leadership of the board of directors, she launched Digital Power, making it the first fashionable digital magazine in China. In 2004, under her leadership, revenue increased over 70 percent."

— Chen Mei, vice president, China Computerworld Publishing and Servicing Co.

10 years ago this month

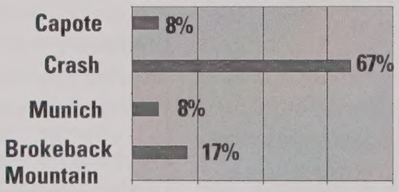
In an interview to be broadcast the week of March 31 on 425 radio stations across the U.S., IDG VP/Technology Robert Metcalfe predicts the Internet willl survive "remission" in 1996 "to help drive a new era of economic expansion based on connecting the world together." Metcalfe offered the following observation, "Right now it is reasonable to say 'I don't want anything to do with [the Internet]' because it's too expensive and too hard to use. But, as the Internet improves, as we package it better and make it cheaper...then I think it's for everybody, like television, like the telephone."

— IDG World Update, March 25, 1996

Ed. note: Metcalfe is currently a member of the IDG Board of Directors.

Question of the Week voting results for March 13

Which film should have won the Oscar for Best Motion Picture?



Log on to www.idgcentral.com to vote on this week's question: How do you usually rent movies?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Morten Hansen *IDG Norway*
Joe Mola *Computerworld*
Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, Macworld Conference & Expo^{R}, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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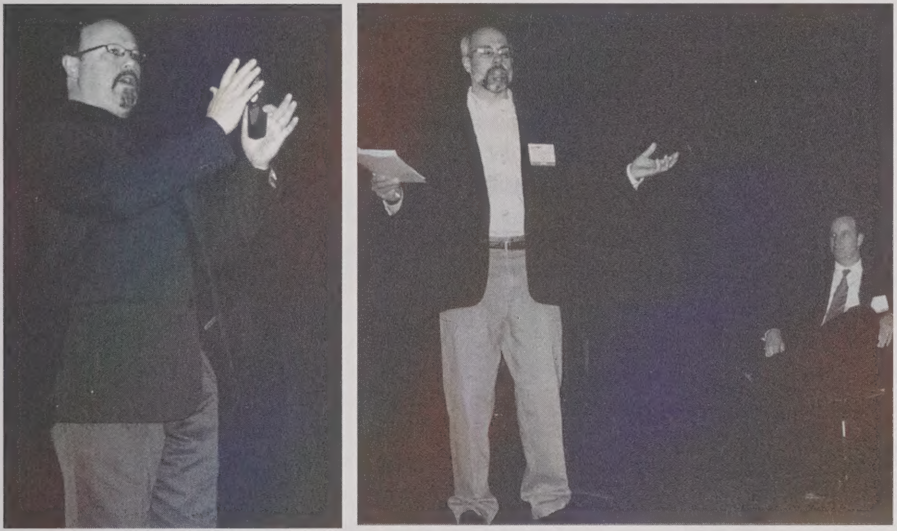
Network World adds IT Roadmap series to event lineup

Full-day conference and expo will run in Boston, Chicago, Dallas, Bay Area

Network World last week launched a new addition to its event lineup: the IT Roadmap Conference & Expo. The one-day conference was held in Boston and focused on six of today's hottest technology topics as identified by the Network World audience. Hosted by Network World President & Editorial Director **John Gallant** and Network World Editor-in-chief **John Dix**, the event attracted more than 500 pre-qualified networking decision makers and was supported by 48 leading IT vendors including Akamai, Dell, Fluke Networks, Microsoft, Mirapoint, Orbital Data, Packeteer and many others.


IDG WORLD UPDATE

*Network World President and Editorial Director **John Gallant** (left) opened the conference with a keynote entitled Navigating the Road Ahead: The New IT Imperatives. He was followed by an end-user panel discussion moderated by Network World Editor-in-chief **John Dix**.*

The IT Roadmap series, which is produced by the Network World Live events team, will take place in Chicago, Dallas and the San Francisco Bay area later this year. It grew out of and complements Network World's highly successful Technology Tour program, said **Michael Garity**, senior director of marketing and business development, Network World Events & Executive Forums.

The day featured a keynote delivered by Gallant; an end-user roundtable discussion, moderated by Dix, with two winners of Network World's Enterprise All-Stars program (see sidebar); and six conference

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CIO, CSO take home top honors at Neal Awards

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CXO Media took home three awards last week from the 52nd annual Jesse H. Neal National Business Journalism Awards ceremony held at the Waldorf-Astoria in New York City.

Earning top honors were the editorial teams of CSO and CIO magazines, with CSO winning best single article and best single issue and CIO.com winning for best Web site.

"These awards illustrate CXO Media's unwavering commitment to delivering the highest level editorial to our readers, the most prestigious and influential decision makers in their respective fields," said CXO Media CEO **Michael Friedenberg**.

The American Business Media received 1,250 entries in this year's competition. A judging panel, chaired by Marshall Loeb, a columnist at MarketWatch from Dow Jones, narrowed the field to 101 finalists — 12 of which were IDG publications including Computerworld, InfoWorld and PC World. Thirty-

HOWARD SHOLKIN

*(L-R): CSO Senior Editor **Sarah Scalet**, Web Executive Editor **Janice Brand**, Managing Editor **Michael Goldberg**, Senior Editor **Scott Berinato** and Editor-in-chief **Derek Slater**.*

continued on page 7

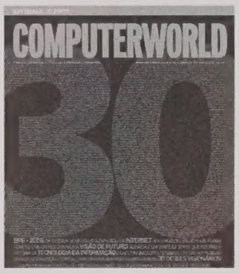
in brief newsworthy

Let them eat cake! IDG Brazil celebrates 30 years in local market

30 ANOS
IDG
30 ANOS

Custom-made cakes were delivered to each IDG Brazil employee in honor of the company's 30th anniversary.

IDG Brazil turned 30 this month and celebrated by presenting each of its 70 employees and third-party contractors with their own custom-made cake delivered to their desks by Managing Director **Silvia Bassi**, Marketing Director **Claudio Pucci** and Finance & Administration Director **Luiz De Capua Minervino**. Employees were also treated to a special breakfast.



In addition, the company published a special edition of Computerworld, detailing the past 30 years of Brazil's technology industry and honoring the 30 most influential people in the local IT market. PC World also sponsored an Innovators Award 2006 earlier this month that recognized the 30 best IT initiatives in small and medium-size businesses.

In August, the company plans to publicly celebrate the milestone at CIO magazine's IT Leaders Award program.

PC World's Techlog wins min's Best of the Web Award

PC World's Techlog (http://blogs.pcworld.com/techlog) won a 2005 min's Best of the Web Award for Best Blog in the b2b category at a ceremony held March 15 in New York City. Authored by PC World VP/Editor-in-chief **Harry McCracken**, the blog has been a popular component of the Web site since its debut in April 2004, offering news, opinions and feedback on issues affecting business and technology.

"The comments that site visitors leave in response to my posts are so lively and informative that this award is really a tribute to the whole PCWorld.com community," McCracken said.

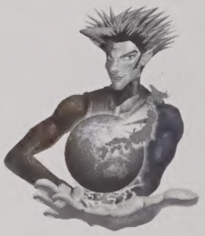
Min ("media industry news") called Techlog the "real-time voice" of PC World. McCracken often posts his personal takes directly from industry events that he attends. Judges noted that "McCracken offers a unique perspective from the helm of a leading tech book" and remarked on his "authoritative voice and the quality and depth of the posts."

The Best of the Web awards honored consumer and b2b publications in 14 categories. Judges included executives at consumer and business magazines, several digital media consultants and members of the min editorial team.

Go to http://www.minonline.com/minday/winners2006.html for a list of winners.

Digital World Tokyo news blog readies for next phase

IDG Japan's English-language gadget/technology news blog, http://www.digitalworldtokyo.com, has reached the quarter-million page views a month notch, prompting the staff to shift gears and move the site to the next level. Digital World Tokyo debuted last September, and the staff is preparing for an April redesign and relaunch to "keep hold of the readers who have already found us, and reach out to newcomers," said Senior Editor **J. Mark Lytle**.



Digital World Tokyo is geared to primarily male gadget fans ages 18 to 35 and those who have an interest in Japan's cutting-edge technology scene, entertainment and culture. It looks at hot products emerging from Japan's high-tech companies and research institutes and encourages readers to comment on the blogs and provide tips on upcoming products and technologies. While mainly Japan-focused, coverage includes emerging products in Korea, China and other Asian nations.

Though pleased with the audience numbers and the participation of major advertisers such as Dynamism and iRiver, Lytle said the tech blog arena is "intensely competitive, and we still have a long way to go to be considered a player."

Lytle said one advantage the site has, unlike a global competitor such as Endgaget, is its base in Japan. Staffed by a team of experienced freelancers and contributors such as IDG News Service Tokyo Bureau Chief **Martyn Williams** and Correspondent **Paul Kallender** who have inside knowledge of the market, "we're able to be authoritative about news that is happening right in front of our eyes."

Among the aspects of the site that's worked particularly well so far, The Wireless Expert column by industry veteran Arjen van Blokland has elicited good feedback, Lytle said, and he expects to expand the site's columnist content. Enhancements to the Digital World Tokyo portfolio will include e-newsleters, audio and video content and a forum in which readers can discuss news items.

The staff is still posting five to 10 stories per day, with potential for more when there is quality local news. "We're not interesting in running breathless pieces about another new consumer digital camera, for example, because that's just not that interesting," Lytle said. The site has featured innovation in fields as diverse as fuel cells and robotics, and often includes "the odd cultural piece to keep the Japanophiles hooked," he said.

Contact J. Mark Lytle at jml@digitalworldtokyo.com.

Get your copy of World Update via PDF

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

the interview

one on one

Connie Johnson
IDG Connect's VP of sales and business development is this week's columnist. Reach her at connie_johnson@idg.com.

Connie Johnson spent five years at Bitpipe, a major distributor of IT white papers, including 2 ½ years as director of sales. When Tech Target acquired Bitpipe in December 2004, she served as director of sales for the company's content promotion offerings. She joined IDG in November 2005.

> *"There is an existing market opportunity in the IT white paper promotion space estimated to be greater than $70 million."*

Q What is IDG Connect?

A IDG Connect is IDG's consolidated lead generation service focused primarily on the promotion of vendor white papers, webcasts, and other third-party content. The service leverages the IDG Connect database, formerly known as the unified customer database or UCD, which provides an engaged, high quality audience who trusts content from IDG brands.

Q How does it work?

A IDG Connect uses e-mail to promote the content to the most appropriate audience within the IDG Connect database. To make this possible, we segmented the database according to topic areas of interest as indicated by the customer profiles. Examples of these segments include Security, Networking, CRM and Web Services plus 25 others. Depending on the topic of the white paper, IDG Connect will promote to the most appropriate audience segment that has indicated an interest in that specific technology topic. Users that receive the e-mail and choose to access the white paper click on a link and are directed to a registration page. Once they complete the form, they are directed to the white paper where it resides on the vendor's Web site.

Q Why was it created?

A IDG Connect was created to drive incremental revenue to IDG and capitalize on the lucrative vendor content market landscape that currently exists. We have the audience and we have the relationships with the vendors to make this happen.

There is an existing market opportunity in the IT white paper promotion space estimated to be greater than $70 million. Studies show that technology professionals want to read white papers to help them do their jobs better and make intelligent buying decisions. The vendors obviously know this. One does not have to dig too deep on our competitors' sites to see that technology vendors are spending significantly to promote this type of content and generate qualified sales leads.

IDG has existing relationships with these same vendors and we also possess an extremely valuable asset — the IDG Connect database — which provides the highest-quality, most-engaged audience available to deliver the best results overall.

Q What is the sales model for IDG Connect? How exactly do the business units work with IDG Connect?

A IDG Connect is sold strictly through the business units. IDG Connect is designed to be a support mechanism or resource to the business units. Support may include product training, giving lead estimates for programs, or joining on customer visits to present IDG Connect, and fulfillment of orders.

The business units currently sell IDG Connect in two ways. 1) As part of an integrated lead generation program. 2) As a stand-alone offering.

For example, a business unit sales professional may be pitching an integrated program where she feels she can deliver 500 leads. She may then come to IDG Connect and ask if we could deliver an additional 200 leads, enabling her to sell a larger program than originally intended because she has another resource to tap for leads. This is ideal as it enables IDG to secure more revenue.

IDG can also be sold as a stand-alone white paper program. We offer standardized packages that include a set number of leads plus a listing on the white paper libraries of the IDG brands including Computerworld, Network World, Info World, PC World and CIO.

As for our revenue model, the business units are basically our "customers" and we charge them for the leads that we deliver. They in turn, charge their customers a premium for the leads generated.

Q What are your near-term and intermediate-term goals?

A The short-term goal is to make sure that the business units have the right information and tools to be successful at selling this service. We know the service works because we have run multiple programs to date and the results speak for themselves. If we can help the sales teams sell this successfully, revenues grow and everyone wins. **Joe Pierce**, our director of audience development, is the great wizard behind the curtain when it comes to deploying these successful campaigns. Joe assesses the content, writes the copy, deploys and monitors each campaign. My goal is to make him so busy that we need five of him to keep up.

Intermediate-term goals? Continue to work along with the business units to foster sales. Other plans are to enhance the offerings to provide a more robust service. Enhancements on the horizon include the creation of a repository or library index for the white papers and other content that is promoted via IDG Connect. Other enhancements will most likely

continued on page 4

Coming up

Vietnam Hi-Tech Fair
March 30-April 2
Hai Phong
Vietnam
http://www.idg.com.vn

IT Architect Summit
April 3
Tokyo Conference Center
Shinagawa
Minato-ku, Tokyo
Japan
http://www.idg.co.jp/english/event

Computerworld Storage Networking World
April 3-6
Manchester Grand Hyatt
San Diego, CA
http://www.snwusa.com

LinuxWorld Conference & Expo
April 3-6
Hynes Convention Center
Boston
http://www.linuxworldexpo.com

IDC Business Intelligence and Business Process Forum West
April 3-4
Marriott Santa Clara
Santa Clara, CA
http://www.idc.com

European CIO Conference and Awards
April 4
Sheraton Hotel and Towers
Frankfurt, Germany
http://www.europeancioconference.com

CIO Conference 2006
April 4
Milan Marriott Hotel
Milan, Italy
http://www.idc.com/italy

Computerworld IT Leaders Regional Summit
April 6
Manchester Grand Hyatt
San Diego, CA
http://www.premier100.com/regional

CIO Asia Conference & Awards 2006
April 7
Grand Hyatt Hotel
Singapore
http://www.cio-asia.com

IDG Japan organizes visit to India for CIOs

Bangalore trip includes a stop at IDG India for outsourcing industry overview

Recognizing the growing interest that small- and medium-size Japanese companies have in Indian outsourcing and IT companies, CIO Japan organized a trip in February for a dozen CIOs to get a first-hand look at the skills, services and infrastructure available in Banglaore, India.

The group, led by CIO Japan Editor-in-chief **Masato Tateno** and IDG Japan Sales Director **Motohiro Miura**, spent four days in Bangalore evaluating companies as possible service providers and, in some cases, analyzing the issues related to setting up captive units (i.e., a division set up by a company to work exclusively for them on internal projects) in India. Known as the Silicon Valley of India, Bangalore is the country's fifth largest city and the fastest growing city in Asia.

"[Members of the visiting delegation] have been getting information from Japanese representatives of Indian companies or from third parties, and they were keen to experience, verify and evaluate for themselves the information they had received," said IDG India President **Bringi Dev**, whose office set up a visit to the International Institute of Information Technology. The delegation primarily looked at the companies' quality of work, the ease of doing business with them and potential cost savings.

*Outsourcing World Editor **Raja Giridhar** (right) presented an overview of India's outsourcing industry to the visiting Japanese delegation.*

During the group's visit to the IDG India office, Outsourcing World Editor **Raja Giridhar** gave them an overview of the outsourcing industry in India, the market structure, business dynamics, available skills and tips on doing business in the country.

"This is only the starting point of how IDG Japan can collaborate with IDG India, not only on the publishing side of the business but also by supporting our clients — CIO end-users — in the future," said IDG Japan Managing Director **Setsuro Tamai**.

As one example, the two companies are exploring how IDG Japan might translate content from Outsourcing World and have access to IDG India's mailing lists of Indian service provider companies. The April issue of CIO Japan will include feature stories about the delegation's visit.

For more details write to stamai@idg.co.jp or bringi_dev@idgindia.com.

One on one

continued from page 3

include promotion services for additional content types such as product literature, or vendor podcasts. Stay tuned.

As for revenue, it's been a goal since the beginning to double last year's white paper revenue.

Q Can you briefly explain your role at IDG Connect?

A As VP of sales and business development, my primary role here is to drive sales and grow revenues for IDG Connect. In a start-up environment with a small team, that includes a number of different activities and several different hats. My main role now is IDG Connect evangelist and product specialist. This includes ongoing product training for the sales teams and direct involvement in the sale process. I've spent the past six years of my career in the white paper lead-generation space, and I look forward to working with the business units to identify opportunities and assist in the sales process to help educate our customers and sell more IDG Connect.

What's on your mind? Send your questions to IDG World Update

Employees are encouraged to send suggestions for columnists they would like to see on this page as well as questions they would like to see addressed. All questions will be passed along anonymously. Write to world_update@idg.com.

Online Web Developer (CXO)

CXO Media, publisher of CIO.com and CSOonline.com is seeking an online web developer to lead the development of web applications and services delivered to its users through out its network of leading business-to-business web sites. Expertise in Java, Oracle, and OpenSource environment are essential skill sets to possess. 4-5 years related experience and exposure to database publishing (InterWoven Teamsite and Adobe InDesign/InCopy/K4 publishing system), online media, and rich media is essential. Ideal candidate also supports internal work-flow and business processes such as Oracle, Lotus Notes, and SalesForce.com. Experience in OpenSource application development and customization (LAMP, MySQL, Wordpress, MediaWiki, Drupal) also is preferred. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling the CIO Executive council membership program to CIOs and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Analyst, System Infrastructure Software (IDC)

The System Infrastructure Software (SIS) Team of IDC's Enterprise Platforms Group is seeking a Research Analyst to support the data collection, modeling and research efforts of the operating systems research area. Companies covered in this research area would include: Microsoft, HP, IBM, Sun, Novell, Red Hat, Mandriva, Red Flag, and others. The Research Analyst will support IDC market research survey efforts by managing surveys, assisting with analysis and write-ups, assisting with other information collection efforts and conducting vendor interviews. This position will require a team approach, working with all SIS analysts to maintain excellence in report deliverables while developing strong consulting efforts from larger companies, more trackers and multi-client studies. The position will require the collection of vendor information from public sources; the coordination and execution of vendor interviews for the annual data collection process; spreadsheet data entry and modeling, data checking and reconciliation; research and data collection on the Web to support other information collection efforts and qualitative vendor interviews on products, capabilities, markets and partnerships. This position also includes the authoring and/or co-authoring of research documents presenting the information captured by the quantitative research. The successful candidate will possess previous client interaction and service experience, and strong writing skills including the ability to respond quickly to industry events in written form. In addition, strong spreadsheet skills including the ability to manage complex spreadsheets with multiple worksheets and links to external data. Some knowledge of finance including how to read an earnings release is very helpful. We are seeking individuals who enjoy working collaboratively and are curious about technology markets and have a mind set to adopt and assimilate information quickly and intelligently. Some knowledge of operating system software, though not required, would be a plus. A Bachelor's degree is necessary and finance, accounting and other business courses would be helpful. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Manufacturing Insights (MI)

Manufacturing Insights, an IDC company, is responsible for developing market research and advisory services focused on the Manufacturing Industry. We are currently seeking a Senior Account Executive who has been successful selling into global manufacturing organizations as well as IT vendors who serve the manufacturing industry. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Manufacturing Insights practice. This position will have nationwide sales responsibilities for selling the Manufacturing products - subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings to CIOs, and tailor the Manufacturing Insights offerings to client needs. The individual must be knowledgeable about IT issues in manufacturing; have relationships with manufacturing companies and IT vendors serving the manufacturing industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor of Science degree. MBA is a plus. This position requires 25-35 percent of travel. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Client Services Manager (NWI)

Network World is seeking a highly organized and energetic, team-oriented, customer-focused individual to join our Client Services group to implement and execute integrated media campaigns for our print and online sales teams. In addition to implementation and execution, other responsibilities include analysis and reporting on media and messaging, managing deliverables and fine-tuning processes. Candidates' skill set will include: excellent communication (verbal and written), strong process and project management, effective team leadership, and multi-tasking. The ideal candidate will have 5-7 years of Marketing and Sales experience, preferable in the Interactive media space. BS is required. Agency experience is a plus. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Network World Conference
April 13
Tokyo Roppongi Academyhills
49F
Minato-ku, Tokyo
Japan
http://www.idg.co.jp/english/event

Linux Technology Forum
April 14
Tokyo Roppongi Academyhills
49F
Minato-ku, Tokyo
Japan
http://www.idg.co.jp/english/event

IDC Marketing Performance Measurement Summit for Business-to-Business Marketers
April 19
Millenium Broadway Hotel
New York, NY
http://www.idc.com

Search Engine Strategies Conference
April 20-21
Tokyo Fashion Town Building
Koto-ku, Tokyo
Japan
http://www.idg.co.jp/english/event

IDG U.S. Presidents Meeting
April 24
Boston
Contact: Nelva Riley
nelva_riley@idg.com

LinuxWorld & Network World Canada
Conferece & Expo
April 24-26
Metro Toronto Convention Centre
Toronto, Canada
http://www.lwnwexpo.plumcom.ca/

Search Engine Strategies Conference and Expo
April 27-28
Tokyo Fashion Town
Tokyo
http://www.idg.co.jp/expo

IT Roadmap

continued from page 1

elcome to the
T EXPO
IT Roadmap:
BOSTON
NETWORK
LIVE

***John Gallant**, president & editorial director, Network World; **Andrea D'Amato**, Sr. national sales director, Events & Executive Forums; **Kristin Ballou Cianci**, events regional accounts director, Eastern Region; **Cedric Fellows**, events regional accounts manager, Western Region; **Jennifer Sand**, events regional accounts manager, Western Region; **Grace Moy**, events regional accounts manager, Central Region & International; **Dale Fisher**, director of event operations; **Jackie DiPerna**, senior demonstrator & event coordinator; **Karen Bornstein**, account executive, Events & Executive Forums; **Danielle Bourke**, event operations coordinator; **Michael Garity**, senior director of marketing and business development; **Debra Becker**, director of event marketing; **Buster Paris**, event marketing specialist; **Neil Silverman**, executive VP, Events and Executive Forums; **Cassandra Valentine**, customer service and event registration manager. (Not shown: **John Dix**, editor-in-chief, Network World; **Sara Nieburg**, Sr. audience development manager, Events & Executive Forums.)*

tracks focused on application and content security, wireless LANs and enterprise mobility, network management, storage and data compliance, VoIP and collaboration and network and application acceleration. Each track was hosted by a top IT analyst and included presentations from leading solutions providers and end-user case studies.

The event was complemented by an expo area, open during lunch and again during the afternoon reception following the conference sessions, where each of the 48 sponsors hosted a booth. "The companies exhibiting on the expo floor at IT Roadmap: Boston were pleased with the strong turnout and the level of expertise and decision-making ability of the attendees," said **Andrea D'Amato**, senior national sales director, Network World Events & Executive Forums. She noted that a number of them had already rebooked for the next IT Roadmap event in Chicago.

"The success of IT Roadmap is a reflection of our listening to our audience and creating an event tailored to their needs," said **Neil Silverman**, executive VP, Network World Events & Executive Forums. Last summer, the group commissioned third-party research among 1,000 attendees and non-attendees of Network World events designed to determine what that audience valued in a live event. Key findings included:

- They did not want to travel.
- They preferred a multi-topic event to a more narrowly focused one.
- They wanted to hear end-user case studies.
- They wanted to hear from leading analysts.
- They wanted an opportunity to hear about and discuss vendor solutions.

"We designed IT Roadmap as a robust, multi-topic regional event and led our sponsorship sales effort with our research," Silverman said. "It came as no surprise that vendors were eager to be a part of this program."

"Launching this inaugural IT Roadmap event was a major milestone for our events group and Network World, overall, Gallant said. "Our team did a great job managing a large audience, multiple tracks of content, many speakers and a robust show floor. This event has terrific growth potential, and we've proved that this model works well."

The next IT Roadmap is scheduled for Chicago on June 27. For more information, visit http://www.networkworld.com/events or contact ***Debra Becker**, director, event marketing at dbecker@nww.com.*

WU

More online

Senior Editor Denise Dubie spoke to a number of IT Roadmap attendees during the event. To view a video of her interviews, visit http://www.networkworld.com/video/032006itroadmap-bos.html

Enterprise All-Stars reveal strategies at panel discussion

In November 2005, Network World published a special issue featuring the 50 winners of its first Enterprise All-Star Award program.

Companies were honored for technology projects demonstrating excellence within a key industry segment — education, financial services, government, healthcare, hospitality, manufacturing, transportation and others. Their IT projects were also honored for demonstrating that smart use of technology is smart business.

Winning projects saved their companies money, increased competitive advantage, and implemented next-generation applications.

Two of the winners — John Halamka, CIO at Beth Israel Deaconess Medical Center, and Tom McCormick, manager of network engineering from Carnival Cruise Lines — participated in a panel discussion at this month's IT Roadmap Conference & Expo. Other winners will be invited to participate in future IT Roadmap events.

noteworthy people

Promotions

Derek Slater has been promoted to the post of editor-in-chief of CSO magazine. A 10-year veteran of CXO Media, Derek helped conceive and launch CSO magazine in 2002 and most recently served as editor. Prior to his work on CSO, Derek served as executive editor for CIO magazine, writing on a variety of information technology and business issues. "Derek is a trusted confidante and advisor to the CSO community," said **Bob Bragdon**, publisher of CSO magazine. "His longstanding relationships with our readers as well as his eye for cutting-edge journalism will serve him and the editorial staff well as he steps into this new leadership role."
dslater@cxo.com

Slater

New employees

Godfrey Chua joins IDC in Framingham, Mass., as research manager, Mobile and Wireless Infrastructure. He was previously principal analyst with Emerging Energy Research. Godfrey has a B.A. in economics from Oberlin College in Oberlin, Ohio. In his free time, he's a food write for Boston Event Guide and enjoys basketball, cooking and outdoor activities.
gchua@idc.com

Chua

PETER SHORT

IDG Entertainment welcomes HR/Administrative Assistant **Dawnielle Cramblett**, who had been working with the Oakland, Calif., office as a temp. She was previously an account clerk with Accounting Principals. Dawnielle enjoys family time with her husband and six-year-old son, playing softball, and snowboarding.
dcramblet@idg-entertainment.com

Previously a senior sales analyst at Paychex, Inc., **Cassandra Valentine** joins Network World as the event registrar and customer service manager. She studied biology at Pine Manor College in Chestnut Hill, Mass. The mother of two, Cassandra spends her Saturdays as a personal wine consultant with Geerlings & Wade, Inc., in Canton, Mass. She's a member of the Mansfield Elks and involved with the group's veterans' services programs and the scholarship committee.
cvalentine@nww.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Vacation rentals on IDG Central

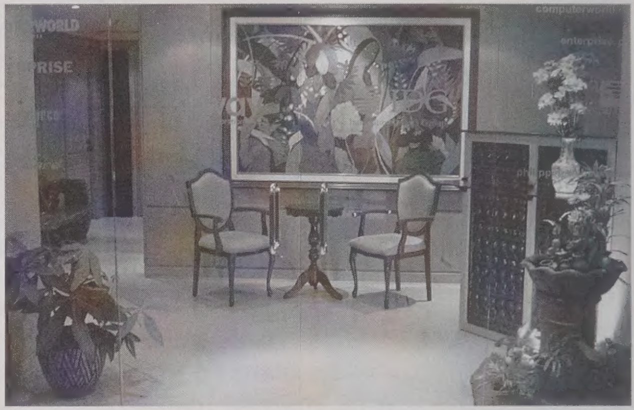
Looking for a vacation home to rent, or do you have one to offer? Check the classified listings on IDG Central and post your own ads. Current listings feature homes or condos in

- Florida (Orlando and Miami)
- Cape Cod, Mass.
- Maine
- Arizona
- Wales
- France
- Grand Cayman

For sale, services and wanted postings are also on the site. Go to http://www.idgcentral.com. Employees worldwide are welcome to participate.

IDG office common spaces reflect local culture, teamwork

The March 13 issue of IDG World Update featured a variety of office spaces with unusual attributes. Two more submissions recently arrived in the World Update in-box.



MediaG8way Corp.'s office is located in Metro Manila's premier business district, Makati.

The reception area of MediaG8way Corp., publisher of the Philippine editions of Computerworld and PC World, includes artwork and furnishings reflective of the country. The centerpiece is a large mural by popular Filipino artist Hermes Alegre, famous for his oils of exotic-looking women half-hidden by lush tropical foliage. A variety of hard-carved, aboriginal pieces from the Cordilleras, the mountainous region of Northern Luzon, line the reception area and appear throughout the office.

IDC
Analyze the Future

IDC Malaysia's reception area displays paintings by employees.

IDC Malaysia organizes a "family day" every quarter for employees to enjoy some team-building activities. Last December, the 24 employees and Regional Asia/Pacific HR Director **Stephen Vass** divided up into five groups, each of which produced an oil painting for the office's reception area.

"It was really an amazing experience, as all five groups showed great collaboration in producing five very nice paintings," said **Selinna Chin**, managing director of IDC's office in Mayalsia, Indonesia and the Philippines. "It was a good example of our cohesiveness and team spirit." WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Shirley Ingram *IDG Australia*

23

Cynthia Sparrow *IDC*

21

Mª Dolores Hermosell *IDG Spain*
Ramón Nacenta *IDG Spain*

20

Simone Fiedler *IDG Germany*

19

Patricia Sims *IDG List Services*
Magdalena Koch *IDG Germany*
Richard Villars *IDC*
Michele Kallin *IDC*

18

Kirk Campbell *IDC*
Peter Gruber *IDG Germany*

17

Kirsten Højrup *IDG Denmark*
Judy Bonasoro *IDC*

16

Hans Koeniges *IDG Germany*
Susanne Kirmaier *IDG Germany*
Andrea Piontek *IDG Germany*
Setsuro Tamai *IDG Japan*
Alessandro Degli Occhi *IDG Italy*

15

Barbara Sullivan *Network World*
Christoph Burkhart *IDG Germany*
Claudia Dudkin *IDG Germany*

14

Nancy Hannagan *IDG List Services*
Maggie Murphy *IDG*

13

Lisa Golden *IDG List Services*
Kristi Cunningham *InfoWorld*
Andrea Weinholz *IDG Germany*

12

Steve Fox *InfoWorld*
Stephen Graham *IDC Canada*

11

Armando Lazo *PC World Latin America*
Christian Meyer *IDG Germany*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Jacki McDonald *IDC*

10

Petra Beck *IDG Germany*
Victor Falkteg *IDG Sweden*

9

Elisa Della Rocco *Network World*
Kevin Krull *IDG*
Melissa Shaw *Network World*
Parit Shah *IDG U.K.*
Andreas Koschinsky *IDG Germany*
Simone de Wit *IDC Benelux*
Michael Schebesta *IDG Sweden*
Kurt Strebel *IDG Switzerland*
Birgit Nonboe *IDG Denmark*

8

Jane Jordan *IDG*
Denise Dubie *Network World*
Ronald Wiltscheck *IDG Germany*
Peter Mueller *IDG Germany*
Gunnar Lott *IDG Germany*
Magnus Müller *IDG Sweden*
Davina Yeo *IDC Hong Kong*

7

Beata Kolecka *IDG Poland*
Claudia Heinelt *IDG Germany*
Frank Heublein *IDG Germany*
Jonas Lindholm *IDG Sweden*
Vernon Turner *IDC*

6

Acela Bofill *PC World Latin America*
Lisa Stabile *IDG*
Ryan Francis *Network World*
Lisa Blackwelder *InfoWorld*
Petra Schmitz *IDG Germany*
Helle Kierkegaard *IDG Sweden*
Johanna Rehn *IDG Sweden*
Vanessa Teal *IDC U.K.*
Paul Moon *IDC Canada*
Puni Rajah *IDC Singapore*
Suzanne Woodruff *IDC*

5

Sonia Singh *IT World Canada*
Peter Hoellriegel *IDG Global Solutions Germany*
Kalyan Samanta *IDC*
Alexis Barrera *PC World*
Sandra Villamizar *IDC Colombia*
Wanda Zólcinska *IDG Poland*
Peter Hoellriegel *IDG Germany*
Canio Martino *IDG Germany*
Peter Priewasser *IDG Germany*
Herbert Maier *IDG Germany*
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Wilbert de Vries *IDG Netherlands*
Paula Estrutti Campelo *IDG Brazil*
Paulo Pescatore *IDC U.K.*
Aki Hosokawa *IDG Japan*
Mari Goto *IDG Japan*
Michael Fahlsing *CXO Media*

4

Joanna Tarnowska *IDG Poland*
Jun-Fwu Chin *IDC Malaysia*
Hiromi Koyanagi *IDG Japan*

3

Nora Valencia *IDC Mexico*
Dirk Limburg *IDG Germany*
Susana Folgado *IDG Spain*
Jesper Permerud *IDG Sweden*
Jimmy Svensson *IDG Sweden*
Eddy Jendoubi *IDG France*

2

Alan Miller *IDG World Expo*
Barry Cronin *IDG U.K.*
Thomas Zeller *IDG Germany*
Jens Quentin *IDG Germany*
Janine Jadnanansing *IDC Benelux*
Alexia O'Sullivan *IDC U.K.*
Susana Vidal *IDC Australia*
Amber Chin *IDC Malaysia*
Siat Siah Yoong *IDC Malaysia*

1

Christine Britsas *IT World Canada*
Roberta Braga *IDG*
Renee Wise *Network World*
Cyrus Farivar *Mac Publishing*
Maria Emilia Lema *IDC Brazil*
Maria Schweitzer *IDG Germany*
Dennis Lodin *IDG Sweden*
Daniel Bader *IDG Switzerland*
Ademar de Abreu *IDG Brazil*
Sebastian Stein *IDC U.K.*
Kristoffer Madsen *IDG Denmark*
Mads Allingstrup *IDG Denmark*
Jerson Yau *IDC Australia*
Susan Joyce *IDC*
Jill Paquette *CXO Media*
Jennell Hicks *CXO Media*
Joe Nguyen *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Neal Awards

continued from page 1

two Neal awards were presented at the ceremony.

CXO Media's wins included:

- **CSO Magazine: Best single article:** How a Bookmaker and a Whiz Kid Took on an Extortionist — and Won (May 2005); written by **Scott Berinato**; edited by **Michael Goldberg**; designed by **Steve Traynor**; copy edited by **Emily Henderson**; editoral assistant, **Margaret Locher**.
- **CSO magazine: Best single issue:** CSO May 2005, editorial staff.
- **CIO magazine: Best Web site**: http://www.cio.com, editorial staff.

celebrating 10!

Name
Zhao Yue

Home
Beijing

Joined IDG
July 1, 1995

Career path
July 1995-1998, the Printing Department, *Electronic International* (predecessor of China Network World). 1999-present, senior art designer, China Network World

What's kept you at IDG for 10 years?
A stable and steadily growing working environment.

Best outgrowth from your job
I have become more mature.

Best way someone could compliment you on your work?
Say that I'm steadfast.

Interests outside the office
Swimming, traveling, photography.

Family
My parents, my sister, my brother-in-law and my niece.

What did you want to become when you were a child?
An important government official.

If you won the lottery tomorrow, you would...
Try to manage it smartly and double the fortune.

*China Network World's **Zhao Yue** was the guest of IDG Chairman **Pat McGovern** at lunch in Beijing celebrating his 10 years of service to IDG.*

Favorite vacation spots
Hawaii, Sanya (on China's Hainan Island), the island of Hokkaido (Japan), Paris and Bangkok.

Retirement dreams?
Becoming a millionaire, having good health, traveling around the world.

Manager's profile
"Zhao Yue works very hard and is very dedicated. When Electronic International was renamed China Network World in 1988, he actively participated in the transformation from black and white printing to four-color printing. During the process of overall reform of the newspaper in recently years, he has been doing a lot of research on layout design within the trade media in China and abroad in order to develop a unique design style for China Network World. With the efforts of Zhao Yue and his colleagues, the design style of China Network World has been praised by readers and professional designers."

— Jin Jianzhong, assistant president of CCW Group and publisher of China Network World

10 years ago this month

IDG New Zealand's first seminar on the World Wide Web, "Capitalising on the Web," drew more than 50 professionals in search of Web-based business solutions.

Computerworld Espana's 15th anniversary issue, with 260 full-color tabloid pages, weighs close to 3 lbs.

Macworld launches a daily news service as part of its Macworld Online Web site to compete with Ziff-Davis' MacWeek/MacUser properties.

PC World Online introduces PC World Daily News.

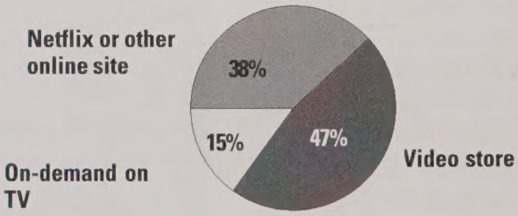
InfoWorld Electric, InfoWorld's six-month-old daily news service, became the first of IDG's growing number of online services to contribute original news to the IDG News Service.

Macworld employees participate in NetDay'96, a statewide effort to give Internet access to California's kindergarten-through-Grade 12 classrooms in grade

— IDG World Update

Question of the Week results for March 20

How do you usually rent movies?



Log on to www.idgcentral.com to vote on this week's question: Do you use instant messaging at work to communicate with colleagues?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Marion Marking *MediaG8way*
Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^R, Macworld Conference & Expo^R, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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In this issue

Mac Publishing, IDG World Expo forge closer relationship *page 3*

IDG Hungary celebrates 15th anniversary *page 5*

Employee discount for IDC's IT Forum & Expo *page 5*

Celebrating 10: China CW's Gu Linxia *page 8*

PCW, CW, IW take part in Google ad auction

PC World, Computerworld and InfoWorld will each be running up to three extra pages of advertising in several issues over the coming months courtesy of Google. The three publications were among 28 magazines that agreed to participate in Google's recent online ad auction. The auction is an attempt by Google to sell advertising in traditional media to its large base of Internet advertisers.

PC World President & CEO **Jeff Edman**, who brokered the deal with Google on behalf of IDG, said each IDG publication agreed to sell three ad pages to Google for a fixed price. Google then offered its AdWords customers an opportunity to bid on quarter-, half- and full-page ads in those publications. The auction ran for a week and a half in February and the winning bidders and publishers were notified last month.

"This is an important partnership for IDG that brings incremental revenue to our publications," Edman said. He noted that Google targeted so-called "undiscoverable advertisers" that are typically too small to purchase advertising in IDG's publications. "These advertisers are well below our radar, and it's far more efficient to let Google find them than to ferret them out ourselves and convince them to buy a fractional ad."

The auction winners are responsible for supplying their own creative, which they will submit to Google, which will in turn create the pages and send them to the publications. Advertisers are required to follow strict content guidelines and each publication retains the right to approve or reject both the advertiser and the advertisement. The bottom of each page will display a small "Ads by Google" notice.

PC World's Google-generated advertising will run in its June, July and August issues; Computerworld will run ads from auction winners in its May 15, June 5 and June 19 issues; and InfoWorld's

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IDC's Global Fellowship program offers new perspectives

21 employees will visit offices in other countries to work on specific projects

IDG WORLD UPDATE

*IDC U.S. Research Analyst **Nora Freedman** (left) will be visiting IDC Benelux, while IDC U.S. Marketing Director **Dana Basilone** will travel to IDC U.K. See page 2 for a list of all 2006 Global Fellowship participants.*

Twenty-one IDC employees from 11 countries have been selected for the 2006 Global Fellowship program. Now in its 12th year, the program enables employees to work on a project of their own choosing at an IDC office in another country, sharing their knowledge and expertise with local co-workers and clients, and learning about doing business in another culture.

The scheduling and duration of the exchange are at the discretion of the fellow and the hosting and home managers. IDC provides a $6,000 stipend to offset their living and travel expenses. Most fellows stay with their host office for approximately two weeks.

This year 61 applicants sent in proposals, just one shy of the all-time high. A selection committee composed of IDC President & CEO **Kirk Campbell**, VP/Human Resources and Education **Debbie Bernardi** and regional managers chose 21 new fellows based on the proposed assignments, the benefits to the employee, to the office at which they would work, and to IDC as a whole.

"The fellowship program is a great way for employees to immerse themselves in different International cultures and to enhance their career development," Bernardi said. "This year special emphasis was put on fellowships that fostered collaboration across the regions."

Fellowship winners from previous years are quick to praise the program. "I had the opportunity to work with an extraordinary group of people at the IDC Australia office and learned first-hand how the end-user business has evolved in the Australia business environment," said IDC Peru Research and Consulting Manager **Federico Amprimo**, a Global

continued on page 2

2006 IDC Global Fellowship participants

Chris Barnard, Research Director, IDC Benelux, visiting IDC U.S.
Dana Basilone, Marketing Director, IDC U.S., visiting IDC U.K.
Matias Berardi, Senior Analyst, IDC Argentina, visiting IDC Asia/Pacific
Karen Bitran, Research & Consulting Manager, IDC Mexico, visiting IDC Asia/Pacific
Jason Bremner, Director, IDC Canada, visiting IDC Benelux
Amber Chin, Senior Market Analyst, IDC Malaysia, visiting IDC U.S.
Laura Converso, Senior Research Analyst, IDC Italy, visiting IDC U.K.
Nora Freedman, Research Analyst, IDC U.S., visiting IDC Benelux
Javier Hernandez, Senior Analyst, IDC Mexico, visiting IDC Singapore
Ramon Llamas, Research Analyst, IDC U.S., visiting IDC Asia/Pacific
Willie Low, Market Analyst, IDC Singapore, visiting IDC U.S.
Nathaniel Martinez, Program Manager, IDC U.K., visiting IDC Central & Eastern Europe, Middle East & Africa
Riley McNulty, Research Manager, IDC U.S., visiting IDC Japan
Samanta Paulino, Senior Analyst, IDC U.S., visiting IDC Malaysia
Shing Quah, Market Analyst, IDC Australia, visiting IDC Latin America
Cinzia Rinelli, Operations Manager, IDC Italy, visiting IDC U.S.
Angela Salmeron, Senior Research Analyst, IDC U.K., visiting IDC Japan
Milly Xiang, Research Manager, IDC China. visiting IDC U.S.
Shruti Yadav, Research Analyst, IDC U.S., visiting IDC Australia
Jack Yu, Market Analyst, IDC Singapore, visiting IDC U.S.
Wu Zhou, Senior Analyst, IDC U.S., visiting IDC Australia

Global Fellowships

continued from page 1

Fellow in 2005. "The whole experience was great, both professionally and personally."

One of Amprimo's goals was to assess the Information Technology Experience Program (InTEP) — a management group for IS executives who gather for breakfast or evening meetings to share IS project experiences — with an eye toward replicating it in Latin America. Among his varied activities, Amprimo attended an InTEP forum, interacted with participants and visited IT managers from several Australian companies to write case studies for an IT Eyewitness report.

*IDC Peru's **Federico Amprimo** (second from right) got acquainted with many IDC Australia colleagues during his 2005 fellowship. (From left): Director/Finance & Operations **Ashok Karan**; Events Coordinator **Bree Charlton**; IS Administrator **Srinivas Injam**; Marketing Director **Belinda Johnson** and IT Analyst **Vipul Bhargava**.*

According to his sponsoring manager, IT Management Program Director **Catherin Bennett**, "It was beneficial for us to understand the challenges Federico faces in developing new business in another country. We also discussed hybrid business models that would meet the needs of the IT executive community in Peru."

Quinn

Another '05 fellow, IDC U.S. Senior Research Analyst **Kelly Quinn**, focused on servers in the wireless telecom market during her time at IDC U.K. "One reason I joined IDC was because of its international reach," she said. "The fellowship gave me the perfect opportunity to explore differences in business cultures between the U.S. and Western Europe. I really enjoyed the collaborative nature of the way the team worked there and how generously they accepted me into their group."

*IDC U.S. Research Analyst **David Linsalata** visited the demilitarized zone between North and South Korea in between visits to IDC offices in Seoul, Tokyo and Taipei in 2005.*

Both of Quinn's sponsoring managers, IDC U.K. Group VP/EMEA Systems Group **Martin Hingley** and Program Director/Server Research Group **Thomas Meyer**, said they strongly support the fellowship program. "Personal relationships forged during Kelly's stay paved the way for a continuous and consistent level of communication," Meyer said. "The research Kelly conducted here was innovative, useful and repurposable for us, and hopefully a starting point for further engagements."

According to IDC U.S. Research Analyst **David Linsalata**, who traveled to Korea, Taiwan and Japan in 2005, much of the leading-edge development and deployment of mobile phone technology and services emerges in the Asia/Pacific region. "I viewed the chance to gain a deeper understanding of those markets as key to my ability to communicate an accurate view of the worldwide market to my clients," he said. "The host offices were incredibly welcoming and helpful, and the food and after-work activities let me learn more about the countries, the cultures and my colleagues."

Linsalata said he returned with a deeper understanding of local market dynamics as well as a firm belief in the power of face-to-face communication. "While I regularly talk to my regional and country-level colleagues over the phone, even a quick 15-minute lunch enhanced our relationship more than any number of conference calls could ever do."

*IDC Benefit Specialist **Leslie Bachand** coordinates the Global Fellowship program. Write to her at lbachand@idc.com. Contact the participants quoted above at famprino@idc.com, kquinn@idc.com, and dlinsalata@idc.com.*

Send us your news!

The editors of IDG World Update rely on colleagues around the world to supply news and story ideas that reflect IDG's global community. Send your story ideas to world_update@idg.com or use the "Submit Your News" button on the home page of IDG Central.

one on one the interview

Rick LePage** and **Dick Blouin
The president of Mac Publishing and the president of IDG World Expo are this week's guest columnists. Reach them rlepage@macworld.com and dick_blouin@idg.com.

LePage

Blouin

> *"Our enterprise-focused events such as LinuxWorld, Open Source Business Conference, GridWorld and Digital Identity World are brands for which we are interested in building out focused initiatives with IDG publications that address those market sectors."*
>
> *— Dick Blouin*

Mac Publishing and IDG World Expo recently ratcheted up their long-standing cooperative relationship to provide a more seamless experience for the Mac community at large — whether they read a print publication, attend an event or surf the Internet.

Following Macworld Expo in January 2004 Mac Publishing President **Rick LePage** and IDG World Expo President and CEO **David Korse** discussed ways their groups might work even more closely together. The San Francisco-based magazine has often had a booth on the Macworld Expo floor, as well as rooms where editors and salespeople could meet with vendors, areas inside and outside the hall for subscription acquisition, not to mention a party at the 2004 show celebrating the 20th anniversary of the Macintosh.

"Much of what we have done in the past two years has been an extension of the existing agreements and our mutual desire to drive the market," LePage said. "This year, we're trying to kick it up a notch. We put a booth back on the show floor with regular presentations from Macworld editors and contributors. That worked really well for us and put the Macworld brand front and center at the show."

The two business units will also be linking their Web sites more tightly to give readers and show attendees a more seamless experience, realigning their content teams, as well as launching smaller regional shows and new sales tools and bundled packages to drive revenue to both groups.

LePage and IDG World Expo President **Dick Blouin** recently spoke about these changes and how the two business units are working together.

Q How does the Mac community view Macworld the magazine vs. Macworld the trade show?

Rick LePage Attendees, vendors, and the press don't view Macworld Conference & Expo and Macworld magazine and Web sites as products from separate entities; they view us as part of one holistic brand that provides services and content related to the Macintosh computer. And the reality is that we have to drive that holistic thinking across IDG, so better integration of the Macworld family of sites is what makes the most sense from a customer point of view.

Q How is the Macworld Expo site being revamped to coincide with Mac Publishing's site relaunch?

Dick Blouin The goal is to give the Macworld community a robust, easy-to-navigate site with seamless access to all of our brand resources. We're still working through the specifics on how that will work but here are a few examples of the direction we are heading:

- The Macworld Conference & Expo will have its own 'home' page on the Macworld.com site, where attendees can get vendor information, keynote schedules, a calendar of events, information on speakers and conference tracks, build a personalized schedule and access a variety of other tools to enrich their on-site and post-show experience.
- Macworld Expo pointers and information will be included as part of the site's overall navigation and appropriately linked to key, relevant areas and topics.
- Since a number of Macworld Expo's more than 100 conference speakers are already key Macworld contributors or staffers, a large benefit to the community will be for us to link an author's conference tracks to articles and related content on the site, and reference it in the magazine as well.

Q What's the timeframe for all of this?

RL We're working on the planning for all of this right now. The Web site is scheduled to relaunch by the end of September.

Q How do you hope to meld these two seemingly different audiences?

RL They're not different audiences; they're all part of the larger Mac community. Some people touch all aspects of the Macworld brand: they attend Macworld Conference & Expo; they read Macworld magazine; and they get news, reviews and other information, as well as interact with other Mac users at the show and on the Macworld.com family of sites. Some people only touch one part of the brand. Our goal is to increase the interaction at all points so that Macworld provides both breadth and depth of products and services to Mac users.

Q How do you expect new sales tools to drive revenue to Web/events/online?

RL Most of the bigger vendors in the Mac market want to speak to customers in the three main product spaces that IDG provides — events, Web and print. We should make it easy for them to do this. And we should offer similar cross-product opportunities on a smaller scale to the up-and-coming Mac vendors so that they can see how Macworld and Macworld Conference & Expo can help them grow their businesses by putting them in front of more and more of our readers and attendees. That's how we'll grow revenues.

continued on page 4

One on one

continued from page 3

Q What sort of smaller or regional events are you planning?

DB It's a little early in our planning to give specific locations or dates, but the goal is to make the best of Macworld available to the Mac users in multiple cities across the country as early as this summer. The plan is to attract about 250 attendees in each city by offering top-notch education and training across a variety of hot Mac topics. We're confident that the 'Taste of Macworld' provided by these regional events will whet the appetite of many of these regional attendees to visit the main event in San Francisco next January.

Q How will you align each unit's content teams?

DB Macworld Conference & Expo has a lot of content. More than 4,000 of the 40,000 attendees at the January show paid to participate in the conference and to gain access to over 120 world-class experts who shared their knowledge and insights across the full spectrum of Mac topics. The content program at Macworld Expo is not only one of the strongest aspects of the event, it's what defines the show's focus for exhibitors, the media and attendees. All of this content has tremendous value that we will be able to better leverage as we align our resources.

RL It's just not the way some of us brought up in the print world think of it. There are presentations, podcasts and videocasts of conference tracks, keynote discussions and lots more that have value after the event. Aligning the teams really means that we want to make sure that **Paul Kent**, VP of Macworld Conference & Expo, and **Jason Snell**, Macworld editorial director, are in synch regarding the major trends in the Mac market and are working toward putting together the best content everywhere the Macworld brand is available.

Q Rick, you spoke earlier about the two groups' "mutual desire to drive the market." How do you do that?

RL By our estimates, there will be more than 26 million active Mac users in the world by the end of this fiscal year, of which more than half are in the U.S. and Canada. Of that 13 million, there is a very active core group of people that identify themselves as die-hard Mac users. While no one is really sure how big this group is, we do know that many of these users have an overwhelming desire to learn about all things Mac and, more importantly, a desire to share their knowledge and enthusiasm for the platform with other users. One of the goals of our Web site relaunch is to raise that sense of community to a level where rating and suggesting products, offering help to other users, and interacting with one's peers is a given, not an afterthought.

DB This is something that Macworld Expo, with its tactile immediacy, does very well: users interact with one another on the floor of the exhibit hall, in restaurants, in conference rooms, and all over San Francisco. We want to make it easy for people to stay connected online throughout the year, not just for three or four days in January.

One of the unique characteristics of the Mac market is the preponderance of amazingly innovative small developers. These are typically companies with fewer than 20 employees that are great from an engineering standpoint but that could use assistance from a go-to-market standpoint. The integration of the Macworld brands drives the market by helping get these fantastic products in front of customers.

Q What are your end goals?

RL As a magazine, Macworld is stable and secure, and the readership is not going to grow significantly in the years ahead. We do believe, however, that there are plenty of growth opportunities online and at physical (maybe even virtual) events. If we work together to present a unified front to the Mac universe — to users, vendors, and even Apple — there are so many ways for us to drive revenue.

"As a magazine, Macworld is stable and secure, and the readership is not going to grow significantly in the years ahead. We do believe, however, that there are plenty of growth opportunities online and at physical (maybe even virtual) events. If we work together to present a unified front to the Mac universe — to users, vendors, and even Apple — there are so many ways for us to drive revenue."

—Rick LePage

DB We also expect increased attendance and conference participation not only at our January Macworld event but at smaller regional conferences as well, all of which drive vendor interest and participation. Together we'll build a better Web experience for getting information on products and services and for getting the Mac community to be part of the discussion, which turns into happier attendees, happier readers online, which leads to more engagement by vendors. It's a win, win, win.

Q Do you see potential for this sort of collaboration with other IDG publications?

DB Absolutely. We are very interested in developing relationships across the company, where working together we can create mutual benefits and leverage our brands and core competencies. Having a brand like Macworld with strong print, online and trade show and conference assets certainly made that a natural and easy discussion, but there are many other possibilities. Our enterprise-focused events such as LinuxWorld, Open Source Business Conference, GridWorld and Digital Identity World are brands for which we are interested in building out focused initiatives with IDG publications that address those market sectors. WU

IDG

Current Jobs, Week of April 3, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Edit	Online Editorial Director	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Online Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
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	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
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IDG Corporate Services Group						
	Facilities	Office Services Manager	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Network Specialist	Framingham MA	Maura Russell	maura_russell@idg.com	508-988-7912
IDG Entertainment						
	Ad Traffic	Advertising Operations Specialist	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	New York NY	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Legal						
	Legal	Paralegal	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Admin	Sales Associate	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
	Prod	Digital Prepress Specialist	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Data Group						
	General	Client Service Representative	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Edit	Associate Editor	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Mktg	Marketing Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
Network World						
	Cust Serv	Client Services Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Planner	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Marketing	Client Services Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Web Application Developer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Administrator	Paramus NJ	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Sales	Account Executive, Inside Sales	Framingham MA	Michael Carroll	michael_caroll@pcworld.com	508-370-0842
	Tech	Senior Systems and Network Administrator	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Event Operations Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Cust Serv	Analyst Account Manager	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Senior Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	HR	Analyst Educator	Framingham MA	Debbie Bernardi	dbernardi@idc.com	508-935-4361
	Mktg	Market Development Manager, Services and IDeAS Researc	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Marketing Specialist, Mobility, Computing, Consumer & Tele	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Mktg	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Director, Business Process Integration & Deployme	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program VP, Applications	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Mobile and Wireless Infrastructure	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Research	Research Manager, Consumer Markets: Gaming	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Financial Compliance Solutions	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Financial Insights						
	Research	Group Vice President, WW Banking and Insurance	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Financial Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Mktg	Marketing Manager, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Operations	Group Operations Manager	McLean VA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Civilian Government	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Government IT Vendors	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Cons	Consulting Director, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

April 3, 2006

Ad Sales Associate (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CIO Magazine sales team. Based in Paramus, NJ, this individual will support two Regional Sales Managers. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have prior sales support experience, a customer service orientation, strong follow-up and writing skills. Must be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 2-3 years business experience. ***Location: Paramus, NJ***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Vice President/General Manager, Online (CXO)

CXO Media is seeking a Vice President/General manager of all of its award-winning, C-Level online properties and products, including CIO.com, CSOOnline.com, CMOMagazine.com, and Darwinmag.com. As a member of CXO's Executive Staff, this individual will have full P&L responsibility and will lead overall strategic planning, product development and management efforts for CXO's online properties. Specific responsibilities include content programming, audience development & retention, new information services & products, and advertising/business development. Candidates should have strong editorial experience and must have the ability to create and transform online models including expert financial planning and business skills, new product development experience, extensive online product sales skills and insights, audience development and analytics experience, and strong project management skills. This individual will collaborate heavily with all CXO Media's departments. In addition, the VP/GM will work closely with his/her IDG peers on IDG pan-initiatives. Candidate must possess at least 7 years of online/internet experience with P&L responsibilities related to product management and development and excellent technical, management and communication skills. A proven track record in building and launching successful internet products and services and a strong understanding of internet technology as it relates to the content space are also required. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Associate (IFW)

InfoWorld Media Group seeks a highly independent Sales Associate to provide support for the Regional Sales Manager. Key responsibilities include maintaining sales/client files and databases, providing outstanding customer service to clients, setting-up meetings, preparing sales presentations, facilitating ad production, and providing general administrative and office support to the print ad sales team. This position requires top-notch organizational, time management and oral/written communication skills, as well as be familiar with Microsoft Office. Candidates must demonstrate a high degree of professionalism, thrive under tight deadlines, manage multiple projects and have an eye for detail. A minimum of 2 years administration experience preferred; familiarity with publishing and online advertising is ideal. ***Location: San Francisco, CA***

Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Analyst Account Manager (IDC)

The Global Access Group is seeking an Analyst Account Manager to become part of the Investment Research Services team (IRS) that supports clients with IDC research. This position affords an excellent opportunity to work with a portfolio of financial accounts to deepen client relationships, manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with clients at major financial and VC firms, IDC Research Analysts on a global level, and the IDC sales team. Requirements include knowledge of the Information Technology Industry, 2+ years of experience in a customer support or sales role. Must also have the ability to work within a team environment, possess superior verbal and written communication skills, exceptional project management skills and be a self-starter. A college degree is required. ***Location: San Mateo, CA***

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Analyst (IDC)

IDC's Quantitative Research Group (QRG) is seeking a motivated, self-sufficient Research Analyst to manage 20+ demand-side research surveys. This individual will be part of a small, fast-paced collaborative team that conducts primary market research that assists IDC analysts in building better forecasts and more credible research deliverables. QRG partners with analysts to launch demand-side research studies and develop models that provide foundation data, promote consistency and leverage demand-side research across IDC worldwide. As an IDC/QRG Research Analyst, this individual will be responsible for research design, web survey programming, SPSS syntax development, data checking and survey project management. This analyst will be expected to collaborate with other IDC analysts, taking their research concepts and translating them into a survey methodology that meets budget and analysis expectations. This individual will be expected to handle a large individual workload while also collaborating on major projects. Requirements for the IDC/QRG Research Analyst position include prior experience with and proficiency in survey research design and SPSS, strong research methodology and quantitative skills, and familiarity with Excel. This individual should be able to quickly be self-sufficient, work independently as well as collaboratively and have good time management skills. BA/BS required with at least 2 years work experience. Positive attitude and good interpersonal skills are welcome.

Location: Framingham, MA

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Research Intern, Financial Insights (FI)

Financial Insights, an IDC Company, provides industry business leaders with informed opinions on the technologies required to create a competitive advantage. Our research covers topic of strategic importance to banks, insurance companies, asset management firms, securities brokerages, and diversified financial institutions globally. Financial Insights has three internship opportunities that will provide motivated students with practical, "real-world" experience and a chance to learn more about the opportunities within a market research firm. These (unpaid) internships are for credit or academic transcript notation. Financial Insights will work with students to complete the necessary paperwork required to receive credit. Ultimate responsibility for getting approval will rest with the students. All internships are part-time (15-20 hours/week). Hours are flexible. We anticipate that the projects will require a minimum of 120 hours and be 8-10 weeks in length. (Please note, there is flexibility in the hours and schedule.) *American Banker and Financial Insights:* Financial Insights has a partnership with a leading industry publication, American Banker, which ranks the top 100 financial services providers to the financial sector on an annual basis. The project work results in a publishable database that both companies will use to provide to their subscriber base and offer for sale to non-clients. This extensive database contains the top 300-400 technology providers and specialty financial services vendors in the industry with factual information about their products, their size and focus. Analysis is required to cull this to 100 providers specifically in financial services and the top 25 in the enterprise space as well. Commentary and final verification is provided by Financial Insights analysts. *Corporate Banking Survey:* The Corporate Banking project would involve executing a survey of bankers to ascertain their spending expectations for 2007 and their current technology infrastructure in some key areas. This intern will work closely with the Corporate Banking team to design the survey instrument and identify the appropriate respondents within the surveyed financial institutions. Provided sufficient results are gathered by the end of the summer, the intern will also have the opportunity to analyze the results and report these findings to internal staff. *Capital Markets project:* The Capital Markets team needs to refresh two critical components that support all aspects of our research. Working closely with the Capital Markets team the intern would help to gather, compile, validate and segment data detailing two critical populations across the industry – the key solution providers across the globe and the institutions that make up the financial services industry worldwide. These projects will provide insights into the breadth of the financial services industry and the key solution spaces and approach to technology utilization in the capital markets.

Location: Framingham, MA

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

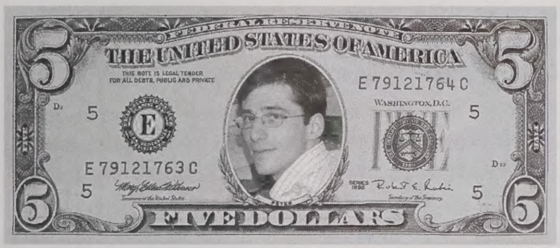
Sales Administrator (PCW)
PC World has an immediate opportunity for an experienced Sales Administrator to the VP/Publisher of PC World magazine! The ideal candidate will have specific experiences as executive-level support in a fast-paced sales environment. This key position will manage sales projects, develop presentations, coordinate travel arrangements and provide top-notch administrative and office support. S/he will also support our print sales efforts by providing outstanding customer service to clients, maintain sales/client files and databases, conduct analyses on competition, and facilitate ad production. Superior technical skills in MS Word, Excel and PowerPoint. Excellent organizational, time management and oral/written communication skills, as well as a facility with numbers and strong attention to detail. The ideal candidate must demonstrate a high degree of professionalism, be self-directed and be able to manage multiple, competing priorities in a fast-paced, deadline-driven environment. A minimum of two years of executive-level administrative experience preferred. Experience in or familiarity with advertising sales and/or publishing industry is highly preferred. ***Location: Paramus, NJ***
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Event Operations Coordinator (WEC)
IDG World Expo is seeking a motivated event professional to join the Event Services Team. The primary responsibility of the Event Operations Coordinator will be to provide excellent customer service to exhibitors and sponsors. This includes the overall coordination of details, including creating service manuals and newsletters, maintaining sections of the event website, and executing all the logistics as it pertains to exhibitors/sponsor fulfillment. In this coordination and fulfillment role the Event Services Coordinator will interact with exhibitors/sponsors on a regular basis and work closely on several event teams with regular guidance from an assigned Operations Manager. The Event Operations Coordinator will also maintain and foster the relationships with service contractors and facilities. In addition this role will work with the Event Services Team on third party events which includes coordinating all logistics and needs of the conference speakers. Ideal candidates will possess 3-4 years of event industry or related experience, excellent prioritization and organizational skills, the ability to manage multiple deadlines, ability to capture detailed information accurately, as well as short and long range planning. Proficiency with MS Office including PowerPoint required, experience with Saleslogix and Adobe is a plus. This position may include travel to several of our events including some weekend travel.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

IDG Hungary marks 15th anniversary with client party

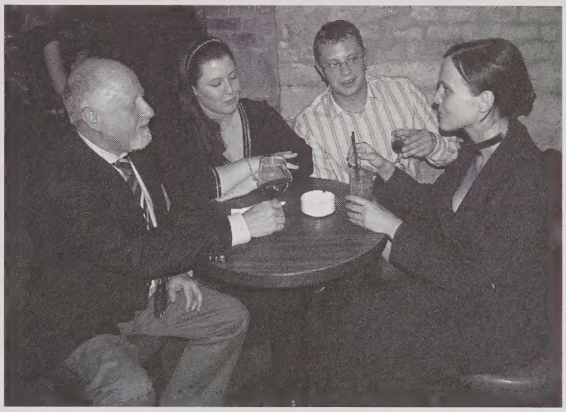
IDG Hungary celebrated its 15th anniversary last month with an evening of festivities for 100 top clients and media agency representatives at a Budapest restaurant overlooking the city and the Danube River.

The party, coordinated by marketing managers **Daniel Bogschütz** and **Judit Kovács**, showcased "The Good Old '90s." Guests played several different trivia contests related to music, politics and cultural highlights from the '90s and could win "IDG dollars" that could be spent at an auction. The dollars were mock U.S. bills superimposed with the faces of three IDG Hungary editors-in-chief. The auction included kitschy '90s paraphernalia such as VHS films, vintage radios and a 15-year-old bottle of Tokaji wine.



CW Számitástechnika Editor-in-chief ***Péter Csontos*** *appeared on one of the IDG dollars used for the party's auction.*

The party was definitely not a strictly sit-down affair. At one point more than 100 balloons were released onto the dance floor and guests had to stomp on them to reveal the tags inside that entitled them to various prizes, again with a '90s theme. "You can imagine the scene and the noise when everyone blasted the balloons!" said Office Manager and International Sales Executive **Agnes Hejjas**.



IDG Hungary Managing Director ***István Bíro****, Marketing Manager* ***Judit Kovács****, Sales Representative* ***Sándor Filipinyi*** *and Krisztina Bognár, wife of PC World Hungary Editor-in-chief* ***Akos Bognár****, toast the company's 15th anniversary.*

On April 12, IDG Hungary will release a special 84-page publication chronicling major developments and trends in the information and communication technology industry since 1991 as well as predictions for the next 15 years. Produced by IDG Hungary editorial staff, the profitable publication will have a print run of 10,000 and be mailed to subscribers and advertisers. It will be a stand-alone product and not a special edition of an existing publication.

IDG's ties to Hungary extend back two decades. A former IDG licensee, Computerworld Informatika Ltd., began publishing *Computerworld Számítástechnika* in 1986; in 1991 IDG purchased the company and created IDG Hungary, a wholly owned subsidiary. Today the company has 65 employees and, in addition to its flagship publication, produces PC World Hungary and GameStar and related online content through its portal http://www.idg.hu. IDG Hungary also has a growing portfolio of IT-related conferences.

IDG Hungary employees will celebrate the anniversary together at an all-company party in May.

Write to ahejjas@idg.hu. WU

Employees get discount to IDC's premier IT Forum & Expo in Boston

IDC IT FORUM & EXPO
IT-enabled Business Transformation: From Vision to Reality
June 14-16, 2006
Boston, MA
IDC
Analyze the Future

IDC is launching its first large-scale U.S. end-user conference in Boston this June. Building on the success of its flagship European IT Forum, the IDC IT Forum & Expo, to be held June 14-16 at the Sheraton Boston Hotel, is a two-and-half-day conference and exhibition that will provide IT and business executives with strategies for capitalizing on IT to drive business transformation and innovation. The event is expected to draw more than 600 senior IT and business executives.

All IDG employees are extended a special $495 conference rate. Benefits include:

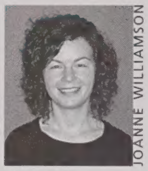
- Admission to all seven tracks and four workshops featuring case studies of successful IT-enabled business transformation from companies such as Ford, FedEx, Citizens Bank, Boston Scientific Corp., MITRE and Merrill Lynch.
- Keynote presentations from industry visionaries such as FedEx's Rob Carter, Author & Management guru Jim Collins and economist, professor, author and former U.S. Secretary of Labor Robert Reich.
- Full access to the expo floor which includes book signings, product launches, demos and in-depth product briefings from industry-leading vendors.
- Breakfasts, lunches, receptions.
- Access to presentations online.

Among the numerous IDC and IDG executives who will be participating as speakers and panel hosts are: IDC's **Frank Gens**, **John Gantz**, **Vernon Turner**, **Crawford Del Prete** and **Susan Feldman**; Financial Insights' **Michon Schenck**; Manufacturing Insights' **Bob Parker**; Health Industry Insights' **Scott Lundstrom**; Network World's **John Gallant**; and CXO Media's **Abbie Lundberg**.

Visit http://www.idcITexpo.com to register and for conference details. To receive the IDG discount, use code IDGXP495 and register before April 30. WU

noteworthy people

Promotions


Carstensen
JOANNE WILLIAMSON

IDG Global Solutions (IGS) Interactive Account Manager **Christina Carstensen** has been promoted to associate director, Interactive Sales U.K. "We're delighted to have Christina as part of IGS, and this promotion is a well-deserved acknowledgement of the effort and dedication that she has shown to both IGS and IDG as a whole." said **Colwyn Munro**, executive VP, IDG Global Solutions. "As part of her promotion, Christina will head up the interactive sales team in the IGS U.K. office." *christina_carstensen@idg.com*

New employees

Leung
IDG WORLD UPDATE

Josephine Leung joins PC World as an online indexer. Previously a contractor doing content quality analysis at Dialog DataStar, she earned a B.A. in English from San Francisco State University and an MLIS in library and information science from San Jose (Calif.) State University. Away from the office she enjoys traveling, cooking and reading. *josephine_leung@pcworld.com*

Jirovsky
PETER SHORT

Petr Jirovsky is IDC Framingham's new research analyst for the LAN switch market, coming from CIOview Corp. where he was an analyst creating, maintaining, improving financial data models about various IT technologies. He holds a B.A. in economics and an M.A. in economics and international business and trade from the University of Economics in Prague. An International Master in chess, he also enjoys skiing, soccer and hiking with his dogs. *pjirovsky@idc.com*

Parker
IDG WORLD UPDATE

Kellie Parker is PC World's new online community manager. She was previously a senior producer/community manager for LiveWorld, Inc., where she created and managed online communities for brands such as HBO, QVC, the National Underground Railroad Freedom Center and Tulane University. She earned a B.A. in criminal justice from Kent State University in Cleveland and is currently working toward an M.B.A. from Regis University in Denver. In her free time she enjoys cooking, travel and discovering roadside attractions. She is also advisor for the chapter of Sigma Sigma Sigma at California State University/East Bay and does volunteer work building Web sites for non-profit groups and companies. *kellie_parker@pcworld.com*

Lindholm

Mikael Lindholm joins IDG Denmark as editor-in-chief of Computerworld Danmark. He was most recently editorial director at Mandag Morgen, a high-profile Danish political weekly; he has also held other top-level editorial positions at a variety of prominent Danish business publications. The author of several books about IT and innovation — and the first person to write a book in Danish about the Internet — he is a well-known commentator on those issue for the Danish media. Lindholm graduated from the School of Journalism in Copenhagen. He and his wife Charlotte, who hosts a finance program on national Danish TV, have three children. *m.lindholm@idg.dk*

Previously marketing communications manager with Boston Biometrics, **Charlotte McCormack** joins IDG World Expo as public relations manager. She holds a B.S. in communications from Boston University and recently became a nationally certified emergency medical technician. In her free time she enjoys soccer, golf, hiking and skiing and works as a volunteer ski patroller at Stowe Mountain Resort in Vermont. *charlotte_mccormack@idg.com*

Returning employees

Previously an administrative assistant with Bio-IT World and an administrative coordinator with Computerworld's Strategic Programs and Events department, **Shari Redan** returns to IDG as a sales associate with PC World. She holds a B.S. in elementary education and an M.A. in special education from Lesley College in Cambridge, Mass. Shari enjoys spending time with her family, traveling, reading and working out. *shari_redan@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Google ad auction

continued from page 1

ads will run in its May 15, 22 and 29 issues.

"Google can help these smaller companies generate leads," acknowledged InfoWorld President & Publisher **Bob Ostrow**, "but it does not excel at building brand. Print advertising will enable these companies to build brand and generate response. If we can help these companies accomplish these goals, we'll have a new winning partner program."

Noting that Computerworld — like PC World and InfoWorld — retains the right to approve the winning bidder list "to ensure that we're not cannibalizing our existing customer or hot prospect list," Sales Integration Director **Laurie Marinone** said that Computerworld considers itself "fortunate to have been included in this first wave of testing." She added, "We hope that this test is considered a success by Google and that they will extend this program. Hopefully, one or two of the companies that are introduced to our brand via the auction will choose to buy more from us as they grow."

Edman said that Google is currently evaluating the results of this auction to determine whether to repeat and/or expand the program. Should it decide to do so, he said, "it would be IDG's privilege to continue this partnership into the future."

For more information about IDG's involvement in the Google advertising auction, contact Jeff Edman at jeff_edman@pcworld.com.

WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Karen Wallace-Lincoln *Network World*

20

Carole Zozaya *IDG France*
Judit Fülöp *IDG Hungary*

18

Michael Carroll *PC World*
Crawford Del Prete *IDC*

16

Ken Xie *IDC China*
Tony Picardi *IDC*

15

Jill Spooner *IDG New Zealand*

14

Tom Hoffman *Computerworld*
Krisztina Havadi *IDG Hungary*

13

Andre Angeles *PC World*
Mats Eriksson *IDG Sweden*
Doreen Francy *IDC*

11

Martin Chau *IDC Hong Kong*
Pamela Prince *IDC*
Robert Gray *IDC*

10

Linda Quick *IT World Canada*

9

Jarmila Frejtichova *IDG Czech*
Sumner Lemon *IDG News Service*

7

Carolyn Burton *IDG*
Caroline Garnier *IDC France*
Jacquie Wood *IDC U.K.*
Helena Linton *IDG Sweden*
John O'Malley *IDG Global Solutions*

6

Lia Pitarresi *IDG Italy*
Reynauld Flechaux *IDG France*
Bertrand Lemaire *IDG France*
Peter Nyström *IDG Sweden*
Andreas Mallin *IDG Germany*
Stephen Bell *IDG New Zealand*
Robert Mahowald *IDC*

5

Volkert Deen *IDG Netherlands*
Magdalena Rajkowska *IDG Poland*
Annette Berg *IDC Nordic/Denmark*
Ilona Bíró *IDG Hungary*

4

Courtney Cochrane *Network World*

3

Premi Gokani *IDC U.K.*
Angela Chen *IT World Canada*

2

Nan Fornal *Connell Communications*
Olivier Gandrillon *IDG France*
Emily Tee *IDC Malaysia*
Neeranuch Kanokvilairat *IDC Thailand*
Francisco Nogal *IDC Mexico*
Jie Wu *IDC*

1

Iveta Hanclova *IDG Czech*
Pat Howell *IDC Canada*
Fabio Eugenio Rodon Lahr *IDG Brazil*
Wouter Diemer *IDG Netherlands*
Dilpesh Parmar *IDG U.K.*
Norival Guimaraes *IDC Brazil*
Mari-Len de Guzman *IT World Canada*
Ryan Reith *IDC*
István Dervenkár *IDG Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

CIO Asia Conference & Awards 2006
April 7
Grand Hyatt Hotel
Singapore
http://www.cio-asia.com/cioconf2006

Network World Conference
April 13
Tokyo Roppongi
Academy Hills 49F
Minato-ku, Tokyo
http://www.idg.co.jp/english/event

Linux Technology Forum
April 14
Tokyo Roppongi
Academy Hills 49F
Minato-ku, Tokyo
http://www.idg.co.jp/english/event

IDC Marketing Performance Measurement Summit for Business-to-Business Marketers
April 19
Millenium Broadway Hotel
New York City
http://www.idc.com

Search Engine Strategies Conference
April 20-21
Tokyo Fashion Town Building
Koto-ku, Tokyo
http://www.idg.co.jp/english/event

IDG U.S. Presidents Meeting
April 24
Boston
Contact: Nelva Riley
nelva_riley@idg.com

LinuxWorld & Network World Canada Conference & Expo
April 24-26
Metro Toronto Convention Centre
Toronto
http://www.lwnwexpo.plumcom.ca/

Search Engine Strategies Conference and Expo
April 27-28
Tokyo Fashion Town
Tokyo
http://www.idg.co.jp/english/event

IDG VirtualizationWorld Conference & Showcase
April 27
Grand Hyatt Hotel
Singapore
http://www.idg..com.sg

The 2006 CIO Leadership Conference
May 8-10
The Charles Hotel
Cambridge, MA
http://www.cio.com/conferences
executiveprograms@cxo.com

Grid World
May 11-12
Tokyo International Forum
Tokyo
http://www.idg.co.jp/english/event

LinuxWorld Summit 2006
May 15-16
Milan Marriott Hotel
Milan, Italy
http://www.linuxworldsummit.it

Banking Vietnam
May 17-19
Hanoi
Vietnam
http://www.idg.com.vn

Computerworld Mobile & Wireless World
May 22-24
Ritz-Carlton Grande Lakes
Orlando, FL
http://www.mwwusa.com

International Software & Game Festival
May 25-28
Hanoi
Vietnam
http://www.idg.com.vn

The Computerworld Honors Program
June 5
Andrew W. Mellon Auditorium
Washington, D.C.
http://www.cwheroes.org

Enterprise Innovation Conference
June 7
Hotel Executive
Milan, Italy
http://www.idc.com/italy

IDG Asia/Pacific Managers Meeting
June 7-9
Beijing
Contact: Maggie Murphy
maggie_murphy@idg.com

View more listings in the Events section of IDG Central.

celebrating 10!

Name
Guo Linxia

Home
Beijing

Joined IDG
July 1, 1995

Career path since joining IDG
1995-1996, Journalist, *China Computerworld (CCW)*; 1996-1999, Office Director, *CCW*; 1999-2001, Assistant to President and General Manager, CCW Net; 2001-present, Vice President, China Computerworld Publishing and Servicing Co.

Current responsibilities
General administration and management of the HR department, MIS and CCW Online.

What's kept you at IDG for 10 years?
I love my job, and I've built a wonderful career path in the last 10 years. I love CCW, and I enjoy the IDG culture and the career opportunities here. I have learned a lot, and I am looking forward to gaining even more knowledge that will benefit both my career and my personal life.

Moment at work you will never forget
Gaining success through hard times and hard work.

Most challenging parts of your job
Decisionmaking and sales.

Best way someone could compliment you on your work?
Tell me that I'm a professional HR administrator and a wonderful support perrson for the group.

What talent do you wish you had that you don't have?
Excellent English, decisionmaking and the ability to be more persuasive.

Interests outside the office
Travel, music, sports, cooking and conversation.

Family
My husband and my 16-year-old daughter.

Your first job
Teacher of economic management and marketing at a university.

Read World Update as a PDF

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com.

Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Guo Linxia *of China Computerworld Publishing and Servicing Co. was the guest of IDG Chairman* ***Pat McGovern*** *at a 10th anniversary lunch in Beijing.*

If you won the lottery tomorrow, you would
Send my daughter to Harvard University and travel around world.

Favorite vacation spot
The beautiful seaside or green mountains.

Your idea of a perfect day alone?
Listening to classical music, watering the flowers, cooking and cleaning my house, or just relaxing on the sofa.

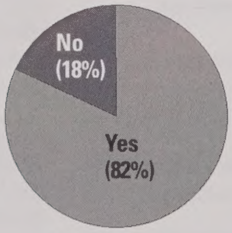
Retirement dreams?
Travel around China, then around world.

Manager's profile
"Guo Linxia has held a variety of important roles with CCW Co. since she joined us in 1995. Currently she provides valuable assistance with administration, logistics and printing and has made great contributions in supporting all aspects of the business."

— *Liu Jiuru, president, China Computerworld Publishing and Servicing Co.*

Question of the Week results for March 27

Do you use instant messaging at work to communicate with colleagues?



Log on to www.idgcentral.com to vote on this week's question: How do you usually keep up with national/world news?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Karen Battley *IDG Global Solutions EMEA*
Glede Kabongo *IDC*
Karen Ren *IDG China*
Janet Ryan *Mac Publishing*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Participants voice strong support for IDC Mentor Program

Year-long partnerships foster cross-company connections, skill building

> *"The basic foundation of any research and consulting firm is knowledge sharing and teamwork. The program is a self-fulfilling prophecy that enables IDC to become more efficient through knowledge transfer, improved trust and the development of relationships that drive a team-based culture."*
>
> *— Stephen Elliot*

Now in its fifth year, the IDC Mentor Program is designed to enhance collaboration and professional development among the company's U.S. workforce by facilitating one-on-one partnerships between employees with varying levels of seniority and differing areas of expertise. Employees who have participated — either as mentors or mentees — are consistent in their praise for the year-long program, which is administered by the company's Human Resources team.

Among the program's goals are helping employees to:

- Develop broader connections across IDC and expand their network of contacts.
- Enhance skills in their specific area of expertise and build skills and knowledge in new areas.
- Gain feedback on issues tied to career management, coaching and people management.
- Share information regarding new business initiatives, areas of expertise and vertical markets.
- Foster new points of collaboration in all functional areas with recent examples including research, sales and consulting.
- Tap into a new perspective, brainstorm ideas and gain renewed motivation and energy.

Interested employees fill out an application detailing their work history, current job responsibilities, educational background, objective in joining the program and outside interests. A committee, composed of previous mentors in addition to **Debra Bernardi**, **Eleanor Storch** and **Michelle Hockman** of the IDC HR team, carefully reviews applications and works together to create 'best fit' matches between mentors and mentees.

Mentors and mentees kick off their partnership at an orientation program. The program sets the stage for the relationships and educates participants on one of the most critical points — the success of the partnership rests with the mentor and mentee. The HR team facilitates the process over the course of the year through in-person and e-mail check-in assessments and a mid-session program. One of the unique aspects of the IDC program is that in addition to the traditional notion of mentoring that focuses on career management, the partners are ac-

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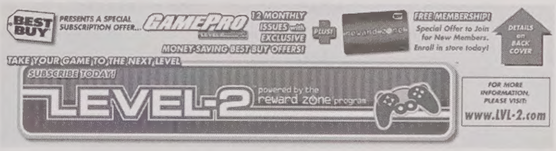
IDGE teams with Best Buy for subscription renewal program

In-store promotion could add up to 20,000 paid subscriptions per month

With an eye to reinventing its print publishing model and increasing reader revenue, IDG Entertainment (IDGE) this month launched an in-store auto-renewal subscription program with consumer electronics retailer Best Buy that is projected to generate up to 20,000 paid subscriptions per month. With more than 780 stores in the U.S., the Best Buy agreement "is huge for us," said **Francis Mao**, IDGE senior VP of Editorial and Creative Services.

For $19.99, two dollars more than a 12-month GamePro subscription, Best Buy shoppers can subscribe to GamePro Level-2, a special edition of GamePro that is exclusively sold in the video games department of Best Buy stores and includes money-saving coupons for games and gaming-related products that are available at Best Buy, which over the course of a 12-month subscription can add up to hundreds of dollars in savings.


BEST BUY
PRESENTS A SPECIAL SUBSCRIPTION OFFER...
GAMEPRO
12 MONTHLY ISSUES with EXCLUSIVE MONEY-SAVING BEST BUY OFFERS!
PLUS!
reward zone
FREE MEMBERSHIP!
Special Offer to Join for New Members. Enroll in store today!
DETAILS on BACK COVER
TAKE YOUR GAME TO THE NEXT LEVEL
SUBSCRIBE TODAY!
LEVEL-2
powered by the reward zone program
FOR MORE INFORMATION, PLEASE VISIT:
www.LVL-2.com

GamePro Level-2 subscribers will also have the opportunity to join Best Buy Reward Zone® at no charge (a $9.99 value). For every dollar spent at the store's Best Buy Reward Zone® members receive a percentage of that amount toward savings on future purchases, as well as exclusive members-only previews, VIP events and special promotions.

When customers buy an issue of GamePro Level-2 at Best Buy they will provide their subscription infor-

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In this issue

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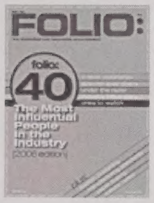
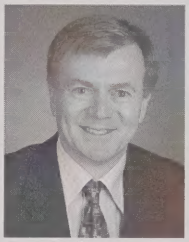
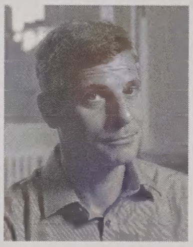
IDG represented at Innovation Journalism conference *page 2*
Folio: 40 list includes IDG VP Colin Crawford, InfoWorld Lead Analyst Jon Udell *page 2*
Quick poll: Colleagues recommend work-related blogs *page 8*

in brief newsworthy

Colin Crawford, Jon Udell named to Folio: 40 annual roundup




Crawford


Udell

Two IDGers were named to the 2006 Folio: 40, the publication's annual roundup of key influencers in the publishing industry. Earning recognition this year were IDG Senior VP, Online **Colin Crawford**, named to Folio's list of "People to Watch," and InfoWorld Lead Analyst and Columnist **Jon Udell**, who appears in the "Under the Radar" listing, which recognizes individuals whose behind-the-scenes efforts have contributed to their companies' successes.

Crawford, who was named to his current post in December 2005 having spent his earlier IDG career as CEO of Mac Publishing and VP of business development for IDG Communications, earned recognition for "leading the world's largest legacy IT company into the new world of digital media."

Udell was cited for making his blog "a credible resource for IT industry leaders" and for expanding InfoWorld's online community, "drawing more than a third of the daily blogging traffic on the site."

To read more, visit http://www.foliomag.com/page.asp?prmID=245.

Full February profit margin report available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of February, see this feature on IDG Central.

CW/IW publications
1. Computerworld Bulgaria
2. Czech Business World
3. Computerworld Espana (Spain)
4. Computer Sweden
5. Computerwoche (Germany)

PC World publications
1. PC World Norge (Norway)
2. PC World Bulgaria
3. PC World Ekstra (Norway)
4. PC Tipp (Switzerland)
5. Computer Totaal (Netherlands)

Macworld publications
1. Macworld Espana (Spain)
2. MacWorld Sweden
3. Macworld U.K.
4. Macworld U.S.
5. Macwelt (Germany)

Networking publications
1. Comunicaciones World (Spain)
2. NetWorld (Poland)
3. Natverk & Kommunikation (Sweden)
4. Network World (Japan)
5. Network World U.S.

Reseller publications
1. Australian Reseller News
2. Computer Partner (Germany)
3. Dealer World (Spain)
4. New Zealand Reseller News
5. IT-Bransjen (Norway)

Games publications
1. GameStar (Poland)
2. GamePro (Germany)
3. GameStar (Hungary)
4. GameStar (Germany)
5. Australian GamePro

CIO publications
1. CIO Sweden
2. CIO U.S.
3. CIO Japan
4. CIO France
5. China CEO & CIO

Innovation Journalism conference features IDG employees

IDG employees at the Innovation Journalism conference included PC World VP/Editor-in-chief ***Harry McCracken****, PCW Senior Associate Editor* ***Anne McDonald****, CW Sweden Features Editor* ***Magnus Höij*** *and Computer Sweden Reporter* ***Anders Lotsson****. PC World is hosting an Innovation Journalism fellow from Sweden this year.*

IDG representatives had several roles at the third annual Conference on Innovation Journalism, held April 5-7 at Stanford University in Palo Alto, Calif. PC World VP/Editor-in-chief **Harry McCracken** was one of the speakers for the introductory session, and CW Sweden Features Editor **Magnus Höij**, who worked at Fast Company on a 2004 Innovation Journalism fellowship, participated in a panel discussion.

McCracken and Computer Sweden Reporter **Anders Lotsson**, who also attended the event and was a fellow at Business 2.0 last year, were among the participants on a panel discussion on "The Future of Innovation Journalism" that was filmed prior to the conference and available on Google Video at http://video.google.com. Among the 14 panelists are Vint Cerf, known as the "father of the Internet," and business and technology columnist Dan Gillmor, author of We the Media.

The Innovation Journalism research project enables journalists around the world to harness the best of U.S. journalistic practices and return home better equipped to cover innovation in the news. For more details go to http://www.innovationjournalism.org. WU

Send in your news and ideas

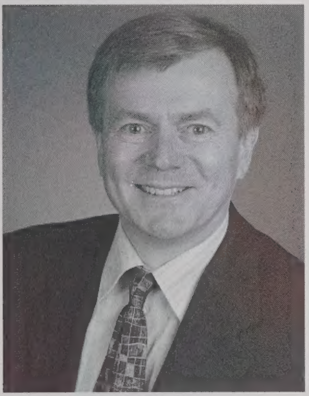
IDG World Update welcomes contributions from employees at all business units. They can be news items such as new product launches or successful events. However, we're always looking for the knowledge-sharing angle wherever possible. Do you have a new plan for increasing online reader revenue? Has a client praised the lead-generation campaign you created on a microsite? Anything you've done that you think other business units can learn from is particularly appealing. Send suggestions to world_update@idg.com or use the Submit Your News form on the home page of IDG Central.

World Update is available as a PDF

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

one on one the interview

Colin Crawford
The Senior VP, Online at IDG Communications is this week's columnist. Reach him at colin_crawford@idg.com.



> *"All online publishers should lookfor ways to harness the collective wisdom of their active users. We need to recognize that the smartest person in the room is everyone in the communities we serve and find ways to harness these resources."*

Q A lot of our business units seem to be focusing resources on building online communities. Why is this so important in the online world?

A Over the last decade the Web has evolved tremendously. In mid-1990s the Web largely consisted of moving print content online, resulting in a static and largely uninteresting environment. By the early 2000's custom content was being developed specifically for the Web that is refreshed and updated dynamically.

Today the Web has evolved to tap into the collective knowledge and participation of online communities. MySpace, FaceBook and Flickr have garnered the attention of the media but all online publishers should look for ways to harness the collective wisdom of their active users. We need to recognize that the smartest person in the room is everyone in the communities we serve and find ways to harness these resources. Many IDG business units are hiring community managers who will focus on building online and offline environments for their communities, encouraging community participation and managing the content contributed.

Q What are some of the best examples you've seen (within IDG and/or without) of community building? Are there different ways to go about the effort?

A It's going to vary a lot by the individual audiences and the specific markets the brands serve. What works in the B2C (business to consumer space) served by titles such as PC World and Macworld will differ from the B2B (business to business) environments of Computerworld, Network World, InfoWorld and CIO. While it is important not to overregulate the content from the users, it cannot be a free-for-all without structure and some moderation. In the B2B world, individuals tend to be much more careful about what they post because their reputations are on the line, and they will often use the opportunity to share their knowledge to further their reputations and careers.

In the consumer space the noise-to-signal ratio is a lot higher and our brands have to ensure that the comments and content provided by the users provide value. A review of the Digg.com community on April 1 clearly shows that quantity and quality are not the same.

IDG Germany's PC Welt has successfully experimented with wikis and has found the community-generated content to be of exceptionally high quality.

Q There is a lot of talk these days about the importance of aggregating customer information across print, online and events — what's behind this "database focus"?

A At the heart of this approach is to better know our customers and to be able to prove the value and buying power of the customers we serve to our advertisers. We've being doing this for years with controlled circulation publications but with the Web we can go much further. The economics of print meant we had to limit the size of the audiences and be highly selective as to who received our publications. In the online world we can expand our brands, develop content that is more focused, serving many difference technology verticals and open up that content — largely by working closely with the main search engines — to a much greater audience.

However, whenever possible we should look to gather information about the customers who consume our content and products – through registration, via the newsletters to which they subscribe, the searches they carry out and the content they seek, the events they attend and so on. By gathering this information we can improve the targeting of content to meet their specific needs. We can ensure our advertisers reach the users most interested in their products and services, and we build up comprehensive databases that become very significant competitive barriers to entry.

Q Computerworld recently formally shifted to an online-first editorial workflow. Do you see this as the beginning of a trend across IDG? Should it be?

A For a lot of content news, news analysis, product reviews, opinion pieces and commentary it makes sense to develop an online-first mindset and workflow. The definition of the quality of our content has to be broadened to include timeliness. With the competitive pressure from the Web environment we have to get our content up quickly and it has to be of high quality so we are differentiated from other Web sites. It's a big challenge but we've no choice but to adjust our workflows to cope with the expectations of the market.

Q What do you see as the role of IDG's media brands as we continue to transition to an online world where search rules the day?

A The mission of IDG has not altered over the last four decades. At our core, we provide information

continued on page 7

IDC Mentor Program

continued from page 1

tively engaged in real work activities — either coaching each other through existing situations or creating a new project between them.

To date, some 140 IDC employees have participated as either mentors or mentees. IDG World Update spoke to four pairs whose formal participation in the program will end over the next month to learn more about how the program works.

The sixth year of the IDC Mentor program gets under way this month. For more information, contact Eleanor Storch at estorch@idc.com.

Anne Lu, Program Manager, Worldwide Vertical Markets, mentee

Why did you decide to participate in the program? I was interested in seeking out ideas and different perspectives about conducting research.

What were your goals coming into the program? I was desperate for guidance on career building. I felt that I had reached a point in my career where I really wanted to know how to improve and build up myself at work. I have received much more than what I hoped for. Stephen not only shows me different ways of conducting research but has also changed fundamentally my view about work. He tells me, "Every day you should tell yourself to learn something new from the work." That has become my mantra now.

Highlights of participation? Being able to share openly the challenges and issues with someone who is in the same shoes, who listens, who shows understanding, provides guidance and offers a different perspective.

What has been the benefit to you and to IDC? I'm happier, feel more fulfilled in my work, and am more productive. The program promotes collaboration and knowledge sharing.

Advice to colleagues considering joining the program? This is the best program at IDC.

IDG WORLD UPDATE

Anne Lu** and **Stephen Elliot.

Stephen Elliot, Research Manager, Enterprise System Management, mentor

Why did you want to serve as a mentor? The opportunity to learn and provide guidance is satisfying to me on multiple levels; personally and professionally. I continue to be helped by great people and seek out opportunities to assist others in expanding their outlook.

Benefits to participation? I have gained a deeper understanding and perception of what happens in another part of the company. I have also become more self aware and conscience of how I approach various conversations.

How do you see IDC benefiting from the program? It's really a customized learning program that empowers participants to establish goals, a plan of attack and rules of engagement. The basic foundation of any research and consulting firm is knowledge sharing and teamwork. The program is a self-fulfilling prophecy that enables IDC to become more efficient through knowledge transfer, improved trust and the development of relationships that drive a team-based culture.

If you were to encourage a colleague to become a mentor what advice would you offer? Listen; no matter who you are you can always learn from a new perspective.

Jill Feblowitz, Program Director, Energy Wholesale Strategies, Energy Insights, mentee

Why did you decide to participate in the program? I was impressed that IDC offered this benefit, and I thought it would give me a chance to know the organization better, plus get some needed mentoring.

What were your goals coming into the program? I've always wanted to improve my skills and ability to support sales and develop business, so I asked to be paired with someone in the organization who could mentor me in that regard. I've gotten some tremendous tips and personal coaching for important sales calls. In addition, by happy accident, I was part of a sales conversation with a client of my mentor and I got real-time mentoring and support. The result was a substantial contract for our group.

Highlights of participation? I have developed a wonderful and trusting relationship with my mentor.

What has been the benefit to you and to IDC? I've increased my skills and broadened my perspective on the sales process. IDC has a more effective sales/analyst team.

Advice to colleagues considering joining the program? I think I benefited from having a clear idea of what I wanted to accomplish with this program and being able to communicate that to my mentor.

IDG WORLD UPDATE

Jill Feblowitz

Denise Haines, VP, Global Sales, mentor

Why did you want to serve as a mentor? IDC is a complex organization and to a new employee, it can be daunting. As a long-term employee, I knew that I could help someone ramp up and take away some of the stress. When you sign up as a mentor, you do not know who you will be mentoring, so it was fun to get paired with a very seasoned analyst with huge educational credentials. My first thought was, "What could I possibly teach Jill?" But within the first 10 minutes, we quickly learned how we can mutually benefit from this relationship.

What have you seen as benefits to participation? Jill is an Energy Insights analyst, and I am the global account manager for HP. We did not have a contract in place in the Vertical Industry group for the Energy sector, and working with Jill, she managed to bring in a $125,000 contract. So, that was a *huge* benefit. But besides the revenue gain, it is very rewarding to see that a very skilled analyst wanted to learn to be a better sales person when talking to prospects/clients. Jill felt that when she was on prospect calls, she would wow them with her knowledge, gain agreement that they could benefit from her expertise, but it rarely turned into an actual sale. Jill felt she could do more in assisting the sales effort, but needed insight into the sales world. And in return, I have learned a lot about wholesale energy, transmission rates and the energy business as a whole.

April 10, 2006

Online Systems Administrator (CXO)

CXO Media seeks an experienced systems administrator to oversee its external and internal publishing systems. The ideal candidate will have at least five years of system administration experience and deep expertise in web server configuration, operation, optimization, patch and security management. In addition to administering CXO's server operations at its ISP host, the systems administrator will oversee internal production systems and lead the transformation from an internally developed content management system to an InterWoven teamsite installation, incorporating third-party metatagging tools and integration with a new Adobe InDesign/InCopy/K4 publishing system. The position will be responsible for the optimization and integration of third-party applications such as DoubleClick DART, Omniture and internal work-flow and business processes such as Oracle, Lotus Notes, and SalesForce.com. Experience in web development is a plus, particularly in OpenSource application development and customization (LAMP, MySQL, Wordpress, MediaWiki, Drupal), Oracle and Java.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Research Analyst, Network and Service Management (IDC)

IDC's Communications Research Group is seeking a Senior Research Analyst to cover key network markets including enterprise network management. The analyst will be chartered with providing insightful research, analysis and guidance to clients on key market trends to network vendors. This analyst will be responsible for covering a range of topics in the networking space from WiFi Strategies and innovations to legacy voice network devices and from network technology innovation to consumer adoption of network/telecom services. Key responsibilities include conducting research, quantitative analysis including market sizing, and producing multiple documents on a quarterly basis to fulfill the requirements of the Networking Program. In addition, the analyst will develop a presence within the industry and press community based on their industry expertise. Client interaction and inquiry is an integral part of the analyst role and along with this the ability to assimilate industry information and provide advice and guidance to your clients is critical. Clients include telecom, software, systems, and integration companies as well as IDC's Wall Street customers. Collaborative efforts will include work with the Communications Group, the Software Group, and the Asia Pacific and European regions. Skills which are critical for this position include developed writing and analysis skills, more specifically the ability to synthesize multiple and disparate pieces of data into concise and insightful client deliverables; experiencing championing multiple deliverables and deadlines and the ability to efficiently cover all bases; strong communication skills with proven experience in developing client relationships. We are seeking analysts with an understanding of marketing, product management, product marketing, solutions management and some knowledge of the networking or telecom industry overall. Candidates should possess 4-7 years of work experience and a bachelor's degree with a strong academic record. The analyst will reside in IDC's Framingham, MA office and travel requirements are minimal to start. Relocation is not available for this position. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Manager (IFW)

InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the assigned West Coast territory. Core responsibilities include creating and developing new accounts, growing existing accounts and selling InfoWorld's full portfolio of print, online and events. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. Candidates should be driven, articulate, and comfortable building senior level relationships. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

How do you see IDC benefiting from the program? This is the best program at IDC — it allows people to learn and grow from each other and brings insight into what each job entitles on a more personal level. IDC has so much knowledge in every employee and this program is a way to share experiences, learn from best practices and intermingle talents.

If you were to encourage a colleague to become a mentor what advice would you offer? Not to have any expectations about how/what should happen. There is no right or wrong, there are no rules, it's about matching your strengths and areas of opportunity to each other.

Suzanne Newton, Senior Client Service Representative, IDC Industry Insights, mentee

Why did you decide to participate in the program? The Insights groups are often perceived as a separate company. I wanted to learn about the 'typical' IDC culture and how to possibly integrate the Insights processes into the existing IDC ones and vice versa.

What were your goals coming into the program? I really just wanted to learn about the IDC culture. What I have learned goes so far beyond that — how to interact with higher level executives, how much work goes into the processing and publishing of the research reports, as well as some good advice on work/life balance issues.

Highlights of participation? I would like to think I have gained a friend, rather than just a colleague, someone I can continue to ping ideas against and receive valuable feedback and advice from. I also gained some insight on the publishing process that I was able to pass on to the Insights analysts, which helped them to understand the how's and why's that are beyond the writing of the reports.

What has been the direct benefit to you and what do you see as the benefit to IDC? I've definitely learned more about IDC and how it runs and have been able to implement some processes that benefit both the Insights and IDC.

Advice to colleagues considering joining the program? Definitely join if you have the opportunity! It is a great way to interact with people you usually would not run across in a typical day. If you are a new employee, it is a great way to learn about other aspects of IDC that you may not realize have such an impact on your department/function.

Cindy Derby, Director, Publishing Services, mentor

IDG WORLD UPDATE

Suzanne Newton** and **Cindy Derby.

Why did you wish to serve as a mentor? I didn't exactly! It was suggested to me, and I decided to take the suggestion. It hadn't occurred to me to consider myself a potential mentor. I have a publishing, management and operations background. I didn't think I was a good fit considering that potential mentees could be research analysts.

What have you seen as benefits to participation? An opportunity to have a managerial stretch in a new direction with someone who does not report to me. It feels freeing and refreshing.

How do you see IDC benefiting from the program? I believe that IDC gains more motivated collaborative staff members. Working with a group that would not have had a reason to interact with each other, opens up new ideas and opportunities.

If you were to encourage a colleague to become a mentor what advice would you offer? Invest the time, it's worth it. Connect on regular basis. Listen, learn, and enjoy the partnership for both its work and non-work related aspects.

Tracy Floyd, Sales Director, mentee

Why did you decide to participate in the program? Some of the people I have learned most from in my life were people who were and are mentors. IDC presents different challenges to all of us, and if I can help or be helped to more quickly resolve these challenge, then this is good.

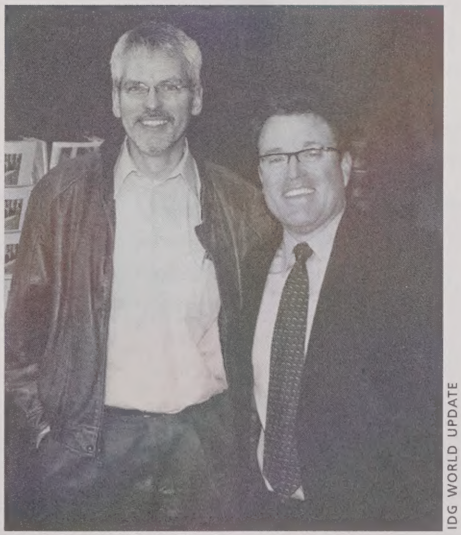
What were your goals coming into the program? Essentially I just wanted to get a different perspective of IDC from a senior member of the analyst staff. I knew going into it that I would thoroughly enjoy the experience, and that is proving to be true.

Highlights of participation? Getting to know my mentor on a more familiar basis. I also have seen that IDC's analysts are under as much stress to deliver as IDC sales. The stress is generally a healthy stress and makes us all try a bit harder.

What has been the direct benefit to you and what do you see as the benefit to IDC? The direct benefit to me has been being matched with a techno geek like myself. We can talk techie terms and know what one another is talking about!

Advice to colleagues considering joining the program? Just do it!

Frank Gens, Senior VP, Research, mentor


IDG WORLD UPDATE

Frank Gens** and **Tracy Floyd.

Why did you wish to serve as a mentor? I think the richer your perspective, the more satisfying your work is, and the greater value you can contribute to clients and colleagues. Through the mentoring program, I've enjoyed sharing my perspective about IDC, the analyst business and the IT market with Tracy and have enjoyed the chance to learn from his perspective.

What have you seen as benefits to participation? Developing and sharing more informed perspectives, as well as developing a good personal relationship.

How do you see IDC benefiting from the program? In our case, I think both mentor and mentee have become smarter about each others' roles and functions and have more perspective to bring to our own jobs.

If you were to encourage a colleague to become a mentor what advice would you offer? 1) Make the investment in time: schedule regular meetings. 2) Focus on the whole person: get to know interests, family, etc. — the stuff outside work that is part of their career context. 3) Create a joint plan around goals and tangible deliverables but don't get too hung up on achieving every last goal.

noteworthy people

Promotions

IDC Framingham Senior Account Executive **Janis Dempsey** has been promoted to sales manager. "Janis has made a great positive impact on my team over the last few years with her can-do attitude," said **Patrick Hill**, IDC VP, sales, for Sector and Sector Major accounts. "Janis is a 10-year employee who was recently the recipient of the IDC Sales Top Gun award for consistent quarter-over-quarter above-plan performance. She always strives to deliver strong and measurable value to her clients, which shows through her strong customer renewal base and overall above-plan perfromance."
jdempsey@idc.com

IDC Framingham Director of Sales **Bill Casey** is now associate VP, Sector Media and Entertainment. "Bill has consistently delivered results in nontraditional yet strategic areas such as media and entertainment with accounts like The Walt Disney Co., NBC Universal, ESPN Mobile, Motion Picture Association, TV Guide, Turner Broadcasting and Time-Warner Cable," said IDC VP, Sales Patrick Hill. "Last year Bill took America Online/Time-Warner from a non-renewal to three quarters of million dollars in revenue. His consistent outstanding sales performance has earned him the prestigious Top Gun Award. Moving forward, Bill will be focused on a broad range of new media and entertainment accounts including Google, Yahoo!, eBay, Amazon.com, Comcast; and all of the major entertainment content providers."
bcasey@idc.com

New employees

Preeti Sen Sarkar joins IDG India as a copy editor. She was previously a sub-editor at The Telegraph in Calcutta and has a degree in mass communications from Patna Women's College in Patna, India, and has done post-graduate work in print and Web journalism at the Indian Institute of Journalism and New Media in Bangalore. Away from her desk she enjoys sports, music and reading.
preeti_sarkar@idgindia.com

PETER SHORT

Chang

Peter Chang is IDC Framingham's new research analyst. He was previously a fund manager with National Investment Trust Co. in Taiwan. He holds a B.S in mechanical engineering from Taiwan's National Central University, an M.B.A. from Taiwan's National Sun Yat-Sen University and an M.A. in economics from Boston University. In his free time he enjoys reading and sports.
pchang@idc.com

Returning employees

IDG WORLD UPDATE

Da Rosa

Previously a sales associate with CXO Media, then a quality assurance specialist at the Edgewood Center for Children and Families, **Christopher Da Rosa** rejoins IDG as a Computerworld account executive. A graduate of California State University/Sacramento, he holds a B.A. in government with an emphasis in political theory and a minor in two-dimensional studio art. Away from the office he enjoys playing in a band that mixes Portuguese fado and independent rock.
chris_darosa@computerworld.com

All business units are welcome to send information for this section to world_update@idg.com.

Best Buy

continued from page 1

mation at the cash register and then receive the remaining 11 issues of their 12-issue subscription in the mail. At that time customers will also be notified that their subscriptions will automatically renew unless they cancel them.

GamePro Level-2 magazines and subscriptions will be sold in specially designed displays in the Best Buy video game department and will be the only magazine sold in that department. Best Buy employees have been trained on how to present the value and benefits of subscribing.

According to IDGE Director of Online Product Development **Craig Eastman**, content from IDGE's family of sites (see sidebar) will be made available to Best Buy via a co-branded site hosted by IDGE. "Best Buy will link to our content from their site, www.bestbuy.com, and will select which content they want to use based on the products that they are selling," Eastman said.

GAMEPRO
FAMILY GUY
300+
KINGDOM HEARTS II

GamePro Level-2 magazines, available only at Best Buy, will contain hundreds of dollars worth of coupons.

For any popular video game, Best Buy will link to a product page of information supplied by IDGE including a preview of the game if it has not been released yet or, once it's released, reviews, cheats and codes and screen shots from the game.

"Best Buy will also be the exclusive e-commerce partner for the IDGE family of sites," Eastman added, "meaning that when users click on a buy-it button on a product page on any of IDGE's sites they will be taken to the product page on http://www.bestbuy.com where they can buy the product."

"We are excited to have launched this innovative program that satisfies our strategic goal of redefining our print publishing model," said **Daniel Orum**, president & CEO of IDGE. "This program provides us with a tremendous opportunity to rapidly accelerate reader revenue via paid subscriptions, resulting in a significant contribution to the company while avoiding reliance on the cyclical advertising revenue that is typical of the video games market."

For more information contact IDGE Marketing Director ***Simon Tonner*** *at stonner@idg-entertainment.com.*

IDGE's family of gaming sites

IDG Entertainment operates five gaming sites from which Best Buy will be able to pull content.

GamePro: http://www.gamepro.com
Games.net: http://www.games.net
Gamerhelp: http://www.gamerhelp.com
Gamedownloads: http://www.gamedownloads.com
BlogFaction: http://www.blogfaction.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Steve Tozeski *IDG List Services*

18

Rick Pastore *CXO Media*

16

Maria Rosa Rodriguez *IDG Spain*

15

Heidi Broadley *CXO Media*

14

Ruth Sager *IDC*

12

Lorraine Cosgrove Ware *CXO Media*

11

Brian Kornegay *IDC Singapore*
Lucy Docherty *IDC U.K.*
Henry Morris *IDC*

10

Susan Brown *IDC*
Satoshi Yoshida *IDG Japan*
David Rodriguez *IDG Spain*

9

Paolo Lombardi *IDG Italy*
Yoshiko Mimura *IDG Japan*
Katarina Strömberg *IDG Sweden*
Dawnette Gordon *IDG U.K.*
Anders Elbak *IDC Denmark*

8

Jerry Yang *IDG China*
Sandra Kendall *CXO Media*
Joanna Nilsson *IDG Sweden*
Daniel Behrens *IDG Germany*

7

Eileen Quan *PC World*
Helena Persson Brage *IDG Sweden*
Maro Eremyan *Network World*
Jennifer Lapio *IDC*
Lauren Costello *IDG List Services*

6

Frank Wang *IDG China*
Anne McDonald *PC World*
Timothy MacKay *Connell Communications*
Markus Schwerdtel *IDG Germany*
Manuela Eue *IDG Germany*
Vladimir Kroa *IDC*
Agam Shah *IDG News Service*
Rosemary Kelly *IDG World Expo*

5

Vicki Cui *IDC China*
Dan Timberlake *IDC U.K.*
Gregory Ireland *IDC*

4

Lynn Hong *IDG China*
Julie Finney *IDC U.K.*
Joseph Zeliger *IDC*

3

John Danielowich *CXO Media*
Eric Butterfield *PC World*
Teri Marsh *InfoWorld*

2

Vivia Liu *IDG China*
Ben Veechai *PC World*
William Wang *PC World*
Anders Blomqvist *IDG Sweden*
Daniela Nalbant *IDG Germany*
Andrew Pamphilon *IDG U.K.*
Jacqueline DiPerna *Network World*
Jared Berezin *IDC*
Lewis Ward *IDC*

1

Gloria Lam *CXO Media*
Steve Dodman *CXO Media*
Dan Nystedt *IDG News Service*
Yuya Sugiyama *IDG Japan*
Sarah Thompson *IDC Hong Kong*
Aloysius Choong *IDC Singapore*
Nathan Budd *IDC U.K.*
Edson Soares de Sousa Jr. *IDG Brazil*
Joe Jackson *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send information to world_update@idg.com.

One on one

continued from page 3

on information technology to help people buy wisely and get the most out of their investment in technology.

Our role has always been to bring together the best technology information for our readers. In print that was nearly always original editorial content. In the online world we can gather content from a variety of sources – our own original editorial, quality information from vendors and content supplied by our communities — information from all around the Web.

What distinguishes us from the search engines, both the general and vertical, is that we can build highly focused, knowledgeable communities under the umbrellas of our trusted brands.

We can develop, select and filter content from a multitude of sources that is tailored to the specific needs of the audiences we serve.

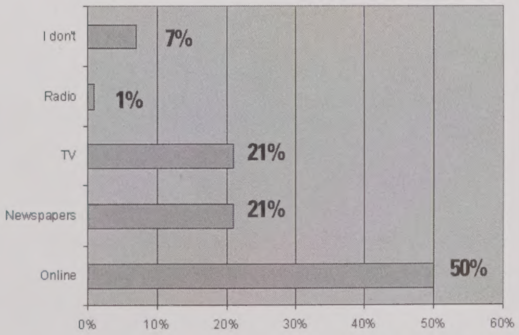
Search is a great tool to drive an online user to specific pieces of content but it's limited in scope. We must work sensibly with all search engines, harnessing their scale and ability to drive audiences to our sites but once the user reaches these destinations we have to expose them to the richness of our content and community so they will be encouraged to become repeat visitors.

What's on your mind?

Have a question you'd like to see addressed in this forum? Tell us what you'd like to know and who you'd like to respond. All questions will be passed along anonymously. Write to world_update@idg.com.

Question of the Week results for April 3

How do you usually keep up with national/ world news?



Log on to http://www.idgcentral.com to vote on this week's question: How do you usually listen to music?

quick poll for fun

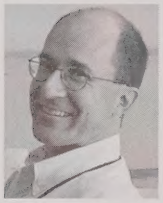
Work-related blogs

IDG World Update recently asked a group of employees to identify what blogs are most useful to them on the job. Here's an excerpt of their suggestions; more are available with this feature on IDG Central.

I like Brian Krebs of The Washington Post; his blog is **The Security Fix**. He covers news, trends, problems and challenges in information security and gives helpful links and information.
http://blog.washingtonpost.com/securityfix/

Schneier on Security is by Bruce Schneier, a longtime observer of information security who is very opinionated. He gives helpful links.
http://www.schneier.com/blog/

— ***Michael Goldberg***, *managing editor, CSO Magazine*



Digg's Apple feed
There are plenty of technology news sites out there that'll send you headlines by RSS. But I like Digg the best because of the way it selects the headlines it sends: Digg users submit tech-related stories for review, other users rate them, the ones that get the highest ratings are promoted to the Digg homepage and sent out via RSS. It's reader-mediated editorial at its finest.
http://www.digg.com/rss/indexapple.xml

— ***Dan Miller***, *executive editor, Macworld*

Good Morning Silicon Valley
Great tech news and analysis, with amusing headlines — e.g., "Microsoft iPod Killer to be followed in short order by iPod Killer Home Edition." http://blogs.siliconvalley.com/gmsv/

— ***Alan Stafford***, *senior writer, PC World*

When blogs became popular several years ago, I tried to participate regularly on several blogs related to sales and publishing management. Most, however, were first-person "blogumns," opinionated columns posing as blogs. I have yet to find a blog on those topics whose content and relevancy I can trust.

— ***Gary Beach***, *publisher, CIO*

Micro Persuasion
It's interesting to see what technologies are being adapted and by who.
http://www.micropersuasion.com/

Jeff Jarvis' **BuzzMachine** is rarely a bad read, although he does have a weak spot for Howard Stern, which allows me to ignore some of his post.
http://www.buzzmachine.com/

— ***Kathy Badertscher***, *executive managing editor, InfoWorld*

Holovaty.com
This blog is updated infrequently; but when it is, I almost always find it worth reading. It's run by Adrian Holovaty, who I consider to be one of the brightest minds in the space where technology and content intersect. He's an Internet developer with a journalism background who really understands what it means to use the online medium to maximum advantage in order to present content in great ways. The Washington Post recently hired him away from a newspaper in Kansas. http://www.holovaty.com/

CyberJournalist.net
Not a bad spot to visit if you want to feel like you're staying up to date on trends in the world of Web journalism. From the Online News Association.
http://www.cyberjournalist.net/

— ***Sharon Machlis***, *online managing editor, Computerworld*

Jim Romenesko's blog is a consistently good source for developments relating to the news media in this country and abroad. For instance, he alerted readers to Rupert Murdoch's "digital immigrants" speech last June. He also highlights a disturbing number of incidents involving sloppy journalism — ranging from "church/state" violations to plagiarism.
http://www.poynter.org/column.asp?id=45

Also, Jon Toigo is an expert on storage technologies and has a very entertaining and often hard-hitting blog called **Drunken Data**.
http://www.drunkendata.com/

— ***Ian Lamont***, *senior online projects editor, Computerworld*

The Unofficial Apple Weblog is similar to Engadget but with an Apple focus. Not only are there blogs and comments about Apple hardware, but there's a lot of information about software as well. I frequent it because in addition to my online news editor duties I also oversee our Macintosh Knowledge Center.
http://www.tuaw.com/

— ***Ken Mingis***, *online news editor, Computerworld*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Matthew Goebel *CXO Media*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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World Expo offers 50% employee discount for Syndicate *page 7*

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New cartoon caption contest *page 8*

Virtualization, mobility take center stage at LinuxWorld

Virtualization, grid computing and mobility were key themes at this month's LinuxWorld Conference & Expo in Boston. Launched by IDG World Expo in 1999, the twice-yearly event is now in its eighth year and continues to serve as the industry's largest Linux and open-source gathering. This month's event took place at the Boston Convention & Exposition Center April 3-6 and featured more than 150 exhibitors and drew approximately 6,000 visitors.

Underscoring another important theme at LinuxWorld was the presence of Microsoft Director of Technical Platform Strategy Bill Hilf, who delivered a keynote address on the importance of platform interoperability. Other keynote speakers included Nicholas Negroponte, chairman and co-founder of the MIT Media Lab; Bob Gatewood, CTO at athenahealth; and Kevin Kettler, CTO at Dell.

*Joining IDG Chairman **Pat McGovern** on the LinuxWorld show floor are (l-r): World Expo employees **Joy Latino**, **Briana Pontremoli** and **Charlotte McCormack**.*

Virtualization, or the process of configuring resources so that one server can look like several, was the subject of multiple product announcements, a keynote, various conference sessions and drew crowds to booths of exhibitors including XenSource, VM Ware and Virtual Iron. Grid technology was highlighted at the Enterprise Grid Showcase, sponsored by Intel and the use of Linux in mobile technology was highlighted in a conference

continued on page 2

IDC forum part of long-term effort to boost Italian economy

*IDC EMEA President **Roberto Masiero** addresses attendees at last month's Innovation Forum 2006. More than 1,000 representatives from Italy's private, government and academic sectors attended the event.*

IDC Italy last month capped a high-profile yearlong effort to jumpstart the Italian economy by bringing together the major stakeholders in the private, government and academic sectors to identify significant development opportunities and shine a spotlight on the innovative information and communications technology (ICT) products and services that can transform these opportunities into reality. The project, Forum for Digital Innovation, kicked off last year with a well-attended conference entitled "Innovation, Development and Employment in the ICT Sector," and is designed to demonstrate how the ICT sector can be an essential ingredient in the effort to revitalize the Italian economy.

In cooperation with two government agencies — Italia Lavoro, a national employment development agency, and Innovazione Italia, an organization working to implement public sector plans related to eGovernment development – IDC Italy produced

continued on page 5

LinuxWorld

continued from page 1

The LinuxWorld Conference & Expo team (front row, l-r): ***John Mark Walker****, conference director;* ***Debbie Harkins****, registration manager;* ***Darrell Baker****, VP, event services;* ***Joy Latino****, audience development specialist;* ***Rosemary Kelly****, housing and travel manager;* ***Charlotte McCormack****, public relations manager. Back row (l-r):* ***Brian Benstock****, director of marketing;* ***Richard Kazarian****, VP of sales;* ***Melinda Kendall****, brand VP, LinuxWorld;* ***Christian Montminy****, sales manager, LinuxWorld;* ***Ellen Boland****, sales manager, LinuxWorld;* ***Lisa-Jean Clifford****, VP of marketing;* ***Jodi Williston****, senior specialist, online marketing;* ***Briana Pontremoli****, marekting specialist; and* ***Amy Pietchel****, senior operations manager.*

track and the Mobile Linux Pavilion, sponsored by PalmSource. A number of IDG World Expo's 22 international LinuxWorld partners traveled to Boston to meet with exhibitors and speakers and attend a meeting hosted by IDG World Expo President & CEO **David Korse**. Representatives from Germany, the Netherlands, South Korea, Canada, Mexico and the U.K. discussed strategies for growing the LinuxWorld brand and shared specific programs that helped serve customers more effectively.

LinuxWorld's three-day conference is augmented by a fourth day of half-day tutorials and hands-on labs. Attendees coulld choose from among a wide range of registration packages ranging from a free, pre-registration exhibit-only pass to a comprehensive $1,995 Passport Pass that allowed access to the entire four-and-a-half days of exhibits, conference sessions and tutorials. Early registration and package pricing discounts along with the enticement of various premiums for attendees (this time a leather jacket) have worked so well that more than half of LinuxWorld attendees now buy the high-end Passport Package. "We find that while discounts and package pricing do work, they give value to the attendee's company," noted Brand Vice President **Melinda Kendall**. "The premium is the incentive directly to the attendee — it's much like airlines use pricing, which affects the employer, and frequent flyer miles, which the traveler personally keeps."

The next LinuxWorld Conference & Expo will take place Aug. 14-17 in San Francisco. For more information, visit http://www.linuxworldexpo.com or contact Melinda Kendall at melinda_kendall@idg.com.

Software for the Open Enterprise
Novell
Enterprise Grid Solutions Showcase

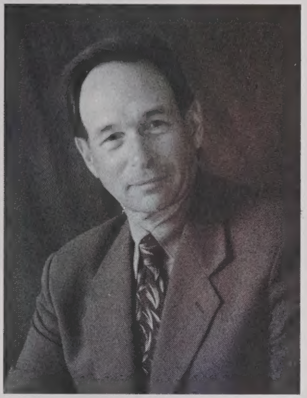
LinuxWorld Conference & Expo featured a special enterprise grid solutions area.

Golden Penguin Bowl adds some laughs to LinuxWorld

In what has become a tradition at LinuxWorld Conference & Expo, two teams – this time representing Oracle and MySQL – squared off in the always-popular Golden Penguin Bowl, an irreverent test of "geek" trivia knowledge. For the past few years, Jeremy Allison has served as host, adding to the fun by dressing up variously as the oft-outrageous Irish comedian and television host Graham Norton, Cheesy Game Show Guy and this year, as the Linux Money Man, complete with a suit made of fake money. Questions are standard esoteric fare such as, "Which iconic high-tech CEO actually completed college?" "What was the date of the release of the first version of Linux?" and "How many novels can you name by Arthur C. Clarke?" Taking home the coveted Golden Penguin awards this year was the team from MySQL.

one on one the interview

David Korse
The chief executive officer of IDG World Expo is this week's columnist. Reach him at david_korse@idg.com.



Before he joined IDG in June 2003, David Korse was president & CEO of Imark Communications, an international integrated media firm specializing in the production of business-to-business IT trade events, where he led 300 employees and a $40 million operation producing events in the U.S., U.K., Singapore, Argentina and Canada. Prior to that, Korse was COO of the Institute for International Research Exhibitions and vice president at Reed Exhibition Companies.

Quick tips: Key considerations in developing a new event. ***see page 7***

Q You are a strong proponent of the value of auditing for exhibitors. Why?

A Two major reasons. 1) To confirm the credibility of the numbers we publish vs. other IT event organizers who do not have their events audited. 2) To demonstrate transparency in our numbers and to invite comparisons (for competitive advantage) to our competitors.

World Expo began auditing events beginning mid-2003 in order to create increased credibility for our published audience metrics. Since that time a number of other IT event organizers have also started auditing, including MediaAlive (now a part of CMP), Reed Exhibitions and CES. Today, all of IDG World Expo's events are audited.

Q Are you seeing an increase in demand for auditing among IT exhibitors?

A Yes, but only slowly. Major bellwether exhibitors and sponsors (i.e., Microsoft, HP, etc.) are beginning to regularly ask — or sometimes require — audited information from previous events. I think demand is growing slowly because most of the personnel who staff client event teams come from the event industry rather than print or online companies where audience metrics are the norm. Until recently there were no audit metrics or vendors the way that print has had BPA and ABC. Whereas agencies and advertisers are trained in using these metrics to make informed investment decisions, event personnel have had to rely on published but unaudited audience numbers. It will take awhile to educate our clients on the benefits of audits so that they begin to require this kind of independent information from our competitors as well.

Q Do you have any plans to work directly with vendors to produce events for them?

A We have already done so on a limited basis for selected clients (i.e. IBM's Customer Day events at our LinuxWorld shows), and we'll continue to pursue these activities. These special custom events benefit the customer by giving them substantially increased visibility at our shows and also give them the platform for engaging their installed client base with education and entertainment (onsite food/beverage). For these events the customer has responsibility for generating their own conference content and marketing and inviting their customers and prospects to the show. We provide most of the onsite physical space cost-effectively, and we provide all of the onsite registration, operational and logistics support. They get their own event within our event, and we get the incremental audience that comes as the result of their recruitment efforts. A win/win scenario for all.

Q I recently read about World Expo's enhanced working relationship with Mac Publishing and the Macworld Conference & Expo. Do you currently work with other IDG business units to produce any events?

A We have been providing the logistical/operational support for each of InfoWorld's SOA events since 2005 and we will — hopefully — continue to do so. We will also be handling operations and logistics for a Network World security event later this year, and we did the same at the recent Life Sciences event in Boston. We will continue to offer these options for support to any business units, within either IDG or IDC.

Q Are there any prospects for online revenue opportunities for World Expo?

A The over-simplified answer is yes. At the present time we have some substantial technology limitations on our sites that we're trying to fix before we can become more aggressive in pursuing online advertising, lead-generation activities, webcasts, distance learning, post-event packaging/sales of our conference content, etc. This topic is the focus of many discussions within our group. Stay tuned.

Q What's happening internationally?

A We have continued to actively pursue the international expansion of our branded events. As of this writing, we have agency or license relationships for LinuxWorld in South Africa, Russia, Netherlands, Belgium, Germany, U.K., Mexico, Brazil, South Korea, France (with IDG France), Canada (with IT World Canada, IDG's publishing partner) and, in cooperation with IDC Europe, Middle East and Africa, four other European countries (Sweden, Italy, Spain and Poland). That's in addition to the events produced directly by IDG World Expo Japan, China, and Singapore/Malaysia, all of which operate independently from the U.S. business unit in Framingham, Mass. Our newest announcement is that we have licensed Wireless Sensing Solutions, RoboBusiness, Digital ID World and Open Source Business Conference to Informa Alliances for the U.K. These are our first non-LinuxWorld brands to be licensed outside of the U.S.

continued on page 7

Additional training opportunities

IDG's Training & Development group organizes dozens of courses each year for U.S. employees in the Framingham, Mass., and San Francisco areas. Among the upcoming classes:

Framingham, Mass.

Get Your Message Across & Speak with Confidence (April 27) Identify typical fears people have about speaking in public and explore strategies to relieve, manage and prevent common anxiety.

Develop Your Career (May 4). Assess your skills, interests and current roles to uncover tangible development objectives.

Advanced Investment Strategies (May 9). Covers approaches to the stock market, types of risk, stock strategies, stock options, bonds, real estate, asset allocation and professional money management.

San Francisco

Online 101 (May 9). Gain a better understanding of key online terminology, such as blogs, wikis, RSS and search engine optimization, as well as gain a greater appreciation for the importance of online initiatives across IDG.

Management 201 (May 17). Covers situational leadership, delegation and coaching and managing performance.

IDG Book Club (May 19). Discussion of "Managing Transitions; Making the Most of Change" by William Bridges.

For more details on classes go to http://hr.idg.com.

Workshops on leadership skills pave the way for growth

Management Excellence Program looks at collaborative environments

Representing a cross-section of IDG's media, research and event businesses around the world, 23 managers from 16 business units participated in the IDG Management Excellence Program last month in Wellesley, Mass. The three-day program aims to enhance participants' management and leadership skills and enable them to reflect and plan for continuous growth for themselves and their teams.

KARA TODESCHINI

Last month's Management Excellence Program involved employees from seven countries. (Front, l-r) ***Martin Canning****, IDC Benelux;* ***Dan McLean****, IT World Canada;* ***Ben Barbante****, InfoWorld;* ***Marc Ferranti****, IDG News Service;* ***Tom Field****, CXO Media;* ***David Goldberg****, IDG Entertainment;* ***Robert Farish****, IDC Russia. (Back, right to left):* ***Bill Rigby****, Computerwold;* ***Shaw Lively****, CXO Media;* ***Jacob Hoffmann-Peterson****, IDG Denmark (in back);* ***Jyoti Lalchandani****, IDC Middle East & Africa;* ***Edgar Fierro****, IDC Mexico (in back);* ***Alison Bass****, CIO;* ***Miriam Kutcher****, IDC;* ***Sandra Tubbs****, IDC;* ***Phil Michaels****, Mac Publishing;* ***Bob O'Donnell****, IDC;* ***Chris Cuoco****, CXO Media;* ***Dan Gallagher****, Network World;* ***John Amato****, Computerworld;* ***Ramon "Bud" McLeod****, PC World;* ***Lisa-Jean Clifford****, IDG World Expo;* ***Ed Albro,*** *PC World.*

Several external consultants and IDG executives led the workshops. The agenda included topics featured at previous editions of the program: motivation (presented by IDC SVP/Worldwide Sales & Marketing **Don Best**), performance management (CIO Editor-in-chief **Abbie Lundberg**), situational leadership, which explored how different situations require different management techniques (IDG Training & Development Manager **Laurie Butson**) and facilitative leadership led by two consultants who showed how managers can create an environment that encourages employee participation and collaboration. A panel of five business unit executives talked about their experiences and view on what makes a good leader.

> *"Hearing the views of peers provided many new ideas and reassurance that my business challenges are not uncommon."*
>
> *-- Dan McLean*

Two new sessions explored managing change and creating a culture of success. Computerworld VP/Editor-in-chief **Don Tennant** and Executive Editor **Mitch Betts** talked about their recent experiences re-orienting CW's editorial team to an online-first news reporting and analysis strategy. Paul Bracy of Ibis Consulting emphasized that a manager's role is to create a workplace that is open to all types of employees and foster a culture of acceptance cultivates creativity and productivity.

"It was a fantastic all-around experience," said CIO Executive Editor **Alison Bass**, who said she took away many tips on coaching techniques. "Paul Bracy talked about the importance of holding high expectations of the people who work for you and to be aware of how your own biases can influence your expectations. That was a really powerful message."

Mac Publishing Director of Online Content **Philip Michaels** said the program "involved practical, accessible approaches — things that you could incorporate seamlessly into your daily routine. The sections on communicating clearly and effectively not just with your team members but with your manager as well were particularly instructive."

For **Dan McLean**, editor-in-chief for ComputerWorld Canada and Network World Canada, the three days were "extremely inspiring. Hearing the views of peers provided many new ideas and reassurance that my business challenges are not uncommon."

Participants made notes after each session regarding the most important elements they gleaned, and on the final day the group discussed how to best put them into action. The class was given the chance to individually consult with one of the outside speakers in a few months to check their progress toward their action plans, and more than half the class has already signed up for that option.

The program, geared to employees who have been in a management role five or more years, is one of a variety of corporate programs that IDG offers.

Contact Training & Development Coordinator ***Kara Todeschini*** *at kara_todeschini@idg.com or Laurie Butson at laurie_butson@idg.com.* WU

IDG

Current Jobs, Week of April 17, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Edit	Features Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Producer, Rich Media	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Ad Sales Associate	Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Tech	Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Corporate Services Group						
	Facilities	Office Services Manager	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	IS	Network Specialist	Framingham MA	Maura Russell	maura_russell@idg.com	508-988-7912
IDG Entertainment						
	Ad Traffic	Advertising Operations Specialist	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	New York NY	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Legal						
	Legal	Paralegal	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Prod	Digital Prepress Specialist	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Account Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Data Group						
	General	Client Service Representative	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Marketing	Marketing Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Sales	Account Manager	San Francisco CA	Janet Ryan	janet_ryan@macworld.com	415-243-0505
Network World						
	Events	Event Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Marketing	Client Services Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Web Application Developer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Administrator	Paramus NJ	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
World Expo						
	Events	Event Operations Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Cust Serv	Analyst Account Manager	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Senior Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Engagement Manager/Project Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Marketing	Market Development Manager, Services and IDeAS Researc	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Marketing Intern, New Business Initiatives	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Marketing Specialist, Mobility, Computing, Consumer & Tele	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Director, Business Process Integration & Deployme	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program VP, Applications	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Intern, Vertical Group	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Manager, Consumer Markets: Gaming	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Financial Compliance Solutions	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Sector West Custom Solutions	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Cons	Consulting Director, Energy Insights	Denver CO, Framingham	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Energy Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Financial Insights						
	Research	Group Vice President, WW Banking and Insurance	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Financial Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Marketing Manager, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Cons	Consulting Director, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

April 17, 2006

Features Editor (CXO)

CIO Magazine is looking for a Features Editor who will: edit an average of two full-length features and two columns per month; work with designers on art concepts; contribute and develop story ideas and take part in idea group discussions; take ownership of a column or department and develop a beat or area of expertise; work on the magazine's web site; manage editorial projects such as special issues or awards programs; participate in CIO conferences. Candidates must have a deep knowledge of information technology, with at least 3 to 5 years experience in newspapers or magazines, a significant part of that spent in the business/technology area. Some travel expected. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Intern, Energy Insights (EI)

IDC Energy Insights seeks a summer intern to work with a team of seasoned analysts on market research related to information technology used by energy companies. The work will center around one project to rank the utility industry's top vendors of information technology applications and services—our "UtiliTech 40" program. Partnering with a major utilities trade publication, Energy Insights will produce its first-ever ranking of this kind. To ensure the success of this new program, we seek a motivated and detail-oriented individual to assume responsibility for the program's data collection. The main responsibilities of this individual will include: conducting primary research, including detailed phone interviews with IT vendors; using secondary sources to gather additional information; developing and maintaining a database of interview and research results; collaborating with other analysts at IDC to ensure the accuracy and consistency of the data. A successful candidate should: be able to clearly communicate—both written and orally—in a professional manner; have experience with Microsoft Excel (Microsoft Access a plus); be proactive and self-motivated; exhibit strong interpersonal and collaboration skills; demonstrate creativity and effective problem-solving abilities. Energy Insights is a research advisory and consulting services firms covering the use of information technology to support the energy business. We advise oil and gas companies and utilities on how to maximize their IT investment. Energy Insights is an IDC company with offices in Denver, CO and Framingham, MA. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Analyst Intern, Health Industry Insights (HII)

Health Industry Insights, an IDC company, is seeking an analyst summer intern. Health Industry Insights provides health industry executives with research-based advisory and consulting services that enable healthcare and life science executive to maximize the business value of their technology investments; minimize technology risk through accurate planning; benchmark themselves against industry peers; adopt industry best practices for business/technology alignment; make more informed technology decisions; and drive technology-enabled business innovation. Health Industry Insights provides full coverage of the health industry value chain and closely follows the payer, provider and life science segments, with special emphasis on developing and employing strategies that leverage IT investments to maximize organizational performance. Staffed by senior analysts with significant technology experience in the health care industry, Health Industry Insights provides a portfolio of offerings that are relevant to both IT and business needs. Responsibilities: Work with Health Industry Insights analysts and research directors to complete survey based research on the health industry; Learn and execute the mechanics of survey based research by participating in the process; Collect, organize, and present data to the research analyst and work with analysts to evaluate results; Develop charts and graphs for publications with the research and publishing staff. Skills and Qualifications: Basic knowledge and understanding of statistics; Ability to work independently as well as collaborate; Good interpersonal skills, ability to develop relationships with other analysts, clients and prospects; Excellent written and oral communications; Must be able to clearly communicate in a professional manner. Strong MS Office Skills including World, Excel and PowerPoint. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Engagement Manager/Project Manager (IDC)

IDC's Go-To-Market Services team is looking for an energetic, creative individual with strong project management experience and discipline to join our rapidly growing team. Responsibilities: Contribute to the delivery of projects under the direction of the GMS Director; Manage customer engagements; Provide pre- and post- sale support to customer sales team; Manage document/PowerPoint design/formatting, and proofreading; Manage select on-line GMS offerings and events; Help identify additional partners who will increase GMS competitive offerings to customers; Travel required as needed to see customers, prospects, partners etc. Skills and Experience: The successful candidate will have 5+ years of experience as a project manager in one or more of the following areas: marketing programs (web experience preferred), custom publishing, audience development, web content creation/delivery, event marketing and/or management. He/she enjoys a fast-paced "start-up" like environment within a globally known and respected organization and managing virtual teams including clients and partners to deliver client programs on time and of the highest quality. Specific skills required include: project management with demonstrated success at keeping track of many details, document/PowerPoint design/layout and/or editing skills a plus, successful selling experience or experience supporting sales teams. Demonstrated client service excellence and experience/understanding of audience and needs of marketing professionals within high tech marketing organizations. BS required, MBA or equivalent beneficial.

Location: Framingham, MA

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Intern, New Business Initiatives (IDC)

New Business Initiatives is looking for a motivated undergraduate student to support the Go-To-Market Services and Executive Advisory Group business units. Responsibilities: Provide administrative, analytical and client support to the Vice- President, Go-To-Market Services and Market Director, Executive Advisory Group; Provide project management support for Go-To-Market engagements; Update project tracking database and assist in financial billing reconciliation; Support and manage marketing list development activities; Conduct research to identify key account contacts; Import marketing data into sales database; Fulfill marketing list requests; Support day-to-day Executive Advisory Group market project activities, including event management, internal and external communications, collateral and sales tools development. Qualifications: Undergraduate business degree candidate or recent graduate; Must be proficient with computer skills and able to adapt to and learn new software and web-based systems; Working knowledge of Lotus Notes and Microsoft Office Suite, including PowerPoint, Excel and Word, preferred; Strong editorial and telephone skills ideal; Excellent oral and written communication skills as well as interpersonal skills; Strong attention to detail and ability to multi-task while maintaining quality; Must be a team player able to work in a fast paced environment.

Location: Framingham, MA

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Sales Manager, Sector West Custom Solutions (IDC)

IDC's Sector Custom Solutions group is seeking a Sales Manager who will focus on selling IDC's consulting services to enterprise sector major account clients on the west coast. The Custom Solutions Sales Manager position will be responsible for developing and driving several million dollars of consulting revenues within IDC's Sector customers. As a member of a collaborative team, the Custom Solutions Sales Manager will be responsible for developing an in-depth knowledge of IDC Custom Solutions, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals (account managers, consulting project directors, research analysts) across IDC. The individual will prospect for new and incremental opportunities, work with various consulting project directors in proposal generation, and be responsible for closing business and follow on customer relations. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This position will report to the AVP of Sector/GEA Custom Solutions in San Mateo, CA. Requirement for the position include 7+ years of direct sales, or 5+ years IT selling experience, and/or business development experience and quota-carrying outside sales experience, along with strong written, analytical, and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. This position will be based out of San Mateo, CA and will require approximately 25% travel. ***Location: San Mateo, CA***

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Intern, Vertical Group (IDC)

IDC's Framingham U.S. Vertical Group is seeking an intern. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. The Vertical Group is a growing group, and therefore we are looking for a team oriented person willing to juggle a variety of tasks and responsibilities. This position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Responsibilities: Arrange IT vendor briefings with analysts; Build up Vertical Group's industry contact database; Maintain and grow vertical contracts database; Assist with Vertical Group's marketshare effort; Assisting with calling end users to confirm company information and schedule interviews; Researching 10-Ks and other publicly available information for industry specific data; Literature searches for industry specific information and data; Assistance with other projects on an as-needed basis.

Location: Framingham, MA

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Account Manager (MAC)

Mac Publishing has a great opportunity for an individual wanting to advance a career in advertising sales. Account Manager responsibilities include sales support, servicing existing accounts, prospecting new clients, and breaking new business for our monthly magazine and family of web sites. Reporting to the Publisher and working in partnership with the Regional Manager, s/he will develop sales presentations and respond to RFP's, conduct research, manager day to day relationships with prospects, advertisers and agencies, close sales and manage ads through their production, implementation and optimization. Qualified candidates will have excellent interpersonal, organizational and customer management skills, and will have demonstrated the drive and creativity to be a strong sales professional. Our ideal candidate will have at least 2 years experience at a media company or advertising agency, experience with online and/or print advertising, and good written and spoken communication skills. Proficiency with Mac's, as well as Excel, PowerPoint, Keynote, Pages, and/or Salesfoce.com are all big pluses. This is a great learning/professional development opportunity with lots of growth potential for a motivated individual.

Location: San Francisco, CA

Contact: J. Ryan, Email: jobs@macuser.com

What is The Forum for Digital Innovation?

The Forum for Digital Innovation is a work group, organized by IDC Italy, Italia Lavoro and Innovazione Italia, that aims to promote concrete initiatives and guidelines for the adoption of technological innovation by organizations throughout Italy. Italy suffers from an ICT innovation deficit underlined by low IT spending, according to IDC EMEA President **Roberto Masiero**. The Forum aims to involve the country's primary stakeholders — private industry, the government and the research sector — in discussions and the development of concrete opportunities to deploy ICT solutions throughout Italian organizations with the goal of re-energizing the country's economy.

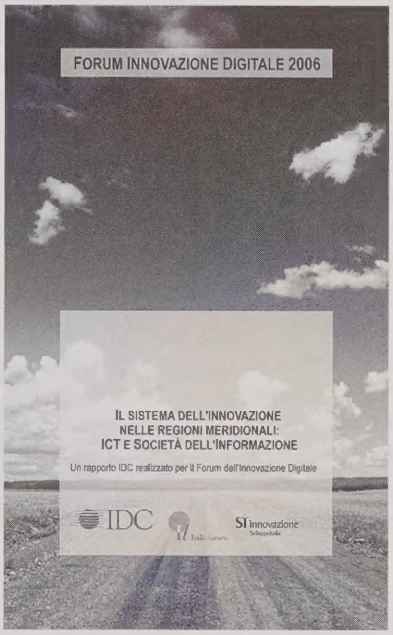
IDC Italy aims to keep participants connected through free e-mail service

Participants at the Innovation Forum 2006 are being encouraged to create an ongoing community around this project, thanks to a free, dedicated e-mail service provided by IDC Italy. Forum participants were given user names and passwords at the event and could begin accessing the e-mail service during the event via PCs placed in a networking area. Participants are expected to continue their dialogue throughout the coming year, sharing opinions, information and success stories, according to IDC EMEA President **Roberto Masiero**. Users will have access to a personal address book containing the names and contact information of all forum attendees as well as a personal and shared calendar.

IDC Italy

continued from page 1

last month's Innovation Forum 2006. The two-day conference, held March 28-29, was sponsored by more than 20 leading international IT companies including IBM, Microsoft, Hewlett-Packard, Oracle, SAP, Siemens Informatica, Telecom Italia, Intel and Xerox and attracted more than 1,000 attendees representing end-user companies, local and national government agencies, ICT companies, universities, financial institutions, high-tech clusters, incubators and representatives of key media.



FORUM INNOVAZIONE DIGITALE 2006

IL SISTEMA DELL'INNOVAZIONE
NELLE REGIONI MERIDIONALI:
ICT E SOCIETÀ DELL'INFORMAZIONE

Un rapporto IDC realizzato per il Forum dell'Innovazione Digitale

IDC SI Innovazione

The agenda featured more than 80 speakers from IDC as well universities, government agencies and leading ICT companies. In addition, some 20 case studies were presented during the two days, showcasing the positive impact of technological innovation on sectors including finance, services and public health.

"The priority is to transform businesses through innovation," reported IDC EMEA President **Roberto Masiero** in his opening address. "This need became more urgent after the eruption of many Asian economies in the market, characterized by a much stronger GDP growth compared to the economies of Western Europe and the U.S.," he added. Other factors spurring the need for companies in Western Europe, the U.S. and Japan to embrace ICT innovation include a reduction of the digital divide between developing economies and those of more mature markets; a growing gap in worker costs, which are far less in the developing economies; and strong investments in university education by the emerging Asian economies.

> *"The priority is to transform businesses through innovation. This need became more urgent after the eruption of many Asian economies in the market, characterized by a much stronger GDP growth compared to the economies of Western Europe and the U.S."*
>
> *-- Roberto Masiero*

Masiero added that "the southern part of Italy, which has good broadband coverage and a large pool of talented ICT workers spawned by a strong university system but which suffers from a high level of unemployment, could become an ideal center for 'near-shoring' for the entire Mediterranean area."

Featured speakers included Jeremy Rifkin, president of The Foundation on Economic Trends; Lucio Stanca, minister for Innovation and Technology; and Giacomo Vaciago, economist, Universita Cattolica del Sacro Cuore di Milano, who also serves as the chairman of the Forum for Digital Innovation.

IDC Italy analysts presented the results of a study about ICT Innovation Systems in Italy's Southern Regions, which underscored the differences in growth between companies that have successful innovative ICT solutions and those that do not.

Other highlights included:

- A presentation of the results of a project called "Pre-competitive Center for the Research, Development and Knowledge Transfer of Digital Content for Tourism and Cultural Goods." Several of the forum's main sponsoring companies are involved in this project, which was included by the Italian Minister for EU Policies Girogio La Malfa in the Italian government plan for innovation, growth and employment.
- Presentation of case studies from several European innovation agencies and high-tech clusters.
- Broad support from 11 Italian high-tech clusters, regions and scientific parks, three end-user associations and four government ministries. The sponsoring ICT companies represented 60% of the overall Italian ICT market.
- A total of 54 interviews with major media outlets were arranged with IDC analysts, sponsors, keynote speakers and government ministers, resulting in a high level of press coverage for the forum.

During the coming months, IDC Italy analysts will expand their ICT Innovation Systems study from the country's southern regions to include the entire country. A second Digital Innovation Forum will be held during the late March-April 2007 timeframe.

For more information, please contact Claudia Corradi at ccorradi@idc.com.

WU

noteworthy people

New employees

Vacovec
PETER SHORT

Alison Vacovec joins IDC Framingham's Corporate Communications team as a marketing specialist, handling permissions requests and brand management efforts. Most recently she worked for Sting's management agency, coordinating publicity and tour logistics. She has also worked for the president of Sony Music, in the Pop promotion department at Columbia Records, as a production assistant for MTV Live Events, and as a publicity intern for Rolling Stone and U.S. Weekly. She is a graduate of Colgate University in Hamilton, N.Y. *avacovec@idc.com*

Swensen
PETER SHORT

Research Analyst **Rebecca Swensen** comes to IDC Framingham from Tyco Healthcare where she was a business analyst. A graduate of Boston University, she holds a B.A. in psychology and an information sciences M.S./M.B.A. Away from the office she is a voice coach and choreographer/dancer. *rswensen@idc.com*

Quirk
PETER SHORT

IDC Framingham has hired **Kathy Quirk** as a program manager with the Composite Applications and the Enterprise Workplace group. She was previously research manager with Nucleus Research where she worked with clients to evaluate and quantify the costs and benefits of implementing technology in their organizations. She holds a B.A. in English from Mount Holyoke College in South Hadley, Mass., and enjoys movies, reading and following the Boston Red Sox. *kquirk@idc.com*

Previously VP, Government Strategies, with Meta Group, **Thom Rubel** joins IDC's Government Insights program as research director, Program Management and Controls. He holds a B.A. in political science from the University of South Dakota and enjoys cooking, gardening and sailing his 27-foot J-class boat. *trubel@idc.com*

Transfers

Cabral
PETER SHORT

Previously a webmaster with Network World's Events group, **Dan Cabral** moves to IDC Framingham's Internet Products and Services group where he is now a Web designer. He holds a B.A. in political science from the University of Rhode Island and an M.B.A. from Boston's Suffolk University. In his free time he enjoys photography, travel and hiking. *rcabral@idc.com*

Returning employees

Edwards
BILL RIGBY

Previously an associate art director with CIO magazine, **Owen Edwards** returns to IDG as an associate art director at Computerworld. He holds a B.A. in design from Rutgers University in New Brunswick, N.J., and has worked for such publications as Entertainment Weekly, Premiere, Vanity Fair, Garden Design and Saveur. He and his partner and their son "enjoy finding fun things to do in and around Boston on the weekends." *oedwards@computerworld.com*

Et cetera

The Convention Industry Council (CIC) recently designated Computerworld Conference Manager **Nancy Felsheim** a Certified Meeting Professional (CMP), the standard of achievement within the meetings industry. Felsheim, who joined Computerworld in June 2005 and works in its Strategic Programs and Events group, was among 431 professionals who passed the certification exam held in January that tested the candidates' knowledge of meeting management. Candidates must also demonstrate experience in the field and responsibility and accountability for successful meetings. For more information on the CMP designation and the CIC, go to http://www.conventionindustry.org. *nancy_felsheim@computerworld.com*

Information for the Noteworthy section may be sent to world_update@idg.com.

Coming up

IDG U.S. Presidents Meeting
(internal IDG event)
April 24
Boston
Contact: Nelva Riley
nelva_riley@idg.com

LinuxWorld & Network World Canada Conference & Expo
April 24-26
Metro Toronto Convention Centre
Toronto
http://www.lwnwexpo.plumcom.ca/

IDG Global Media Institute
(internal event)
April 24-28
The Charles Hotel
Cambridge, MA
Contact: Laurie Butson
laurie_butson@idg.com

Search Engine Strategies Conference & Expo
April 27-28
Tokyo Fashion Town
Tokyo
http://www.idg.co.jp/english

IDG VirtualizationWorld Conference & Showcase
April 27
Grand Hyatt Hotel
Singapore
http://www.idg.com.sg

The 2006 CIO Leadership Conference
May 8-10
The Charles Hotel
Cambridge, MA
http://www.cio.com

Grid World
May 11-12
Tokyo International Forum
Tokyo
http://www.idg.co.jp/english

LinuxWorld Summit 2006
May 15-16
Milan Marriott Hotel
Milan, Italy
http://www.linuxworldsummit.it

Banking Vietnam
May 17-19
Hanoi
Vietnam
http://www.idg.com.vn

Computerworld Mobile & Wireless World
May 22-24
Ritz-Carlton Grande Lakes
Orlando, FL
http://www.mwwusa.com

International Software & Game Festival
May 25-28
Hanoi
Vietnam
http://www.idg.com.vn

The Computerworld Honors Program
June 5
Andrew W. Mellon Auditorium
Washington, D.C.
http://www.cwheroes.org

See the Events section of IDG Central for more listings.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Valerie Sancelemente *IDG Paper Services*

18
Gabriele Arioli *IDG Italy*

14
Christopher Willard *IDC*
Derek Slater *CXO Media*

12
Fredrik Agrén *IDG Sweden*
Shawne Burke Pecar *PC World*

11
Thomas Copeland *IDC*

8
Daniel Cardamone *IDC*
Cheryl Quinn *IT World Canada*

7
Natasha Tan *IDC Singapore*
John Fontana *Network World*

6
Jason Spaulding *IDC*
Joakim Allwin *IDG Sweden*
Margherita Bertoncelli *IDG Italy*
Bill Cappel *Mac Publishing*

5
Dylan DiGregorio *IDC*
Vanessa Brown *IDC U.K.*
Anna Demetriou *IT World Canada*

3
Jennifer Kula *IDC*
Ana Chin *IT World Canada*
Michael Martin *IT World Canada*

2
Alex Schoonmaker *IDC Australia*
China Martens *IDG News Service*
Michael Fletcher *IDC*

1
Jens Butler *IDC Australia*
Arun Joshi *IDC Singapore*
Eva Au *IDC Singapore*
Scott Lundstrom *IDC*
Grace Moy-Ng *Network World*
Nadine Brown *IT World Canada*
Thomas McKay *Macworld U.K.*
Javier Pulido *IDG Spain*
Anderson Munhoz *IDG Brazil*
Bradley Hughes *IDC Canada*
Baldwin Louie *PC World*
Jennifer Baker *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

50% employee discount for Syndicate conference

IDG World Expo's bi-annual Syndicate conference, now in its second year, will be held May 16-17 at the Roosevelt Hotel in New York. IDG employees are invited to attend at a 50% discounted rate.

Syndicate covers content syndication trends as well as the tools and strategies that are enabling online media and content to be searched, found, followed and subscribed to all within minutes of when it is published or broadcast. The agenda for top publishers, journalists, marketers and public relations professionals addresses how new technologies and tools, such as RSS, blogs and podcasts, can be used to optimize the communications experience between businesses and their core audiences.

Keynote speakers include: Jeff Jarvis, well-known columnist, critic and blogger; Robert Scoble of Microsoft Research; Richard Edelman of Edelman PR; Amanda Congdon of Rocketboom; Steven Schwartz of Reuters; and Doc Searls, author of "The Cluetrain Manifesto." American Business Media recently announced it will produce a workshop, Vertical Search in the B-to-B Market.

To register, go to http://www.syndicateconference.com and use Priority Code IDGCORP.

One on one

continued from page 3

Q As many of IDG's media publishers look to broaden their portfolios to include b2b events, what are some of the key considerations in developing a new event?

A In our experience, there are two major challenges to creating a commercially successful b2b event.

Picking the right business model. The two forms most commonly in use can be differentiated by whether delegates pay to attend or whether their participation is underwritten by exhibitor/sponsor dollars. The former is usually the more attractive financial model because of the dual revenue sources from both sponsors and delegates. To help determine which model works best for a specific event, consider questions such as:

- Is there a buy/sell relationship between the targeted visitor demographic and an exhibitor/sponsor universe (for both or either of the models)?
- What is the level of audience demographic? (The higher the level, the better the sponsored delegate model will work.)
- How large is the exhibitor/sponsor universe? Very large or limited/specific? (A larger prospect universe suggests a better candidate for the dual revenue stream model.)

Generally, the more strategic the attendee, the more often these delegates are invited under the auspices of a sponsor. Whereas, the more operational the attendee and the more practical the content, the more likely the audience will pay to attend.

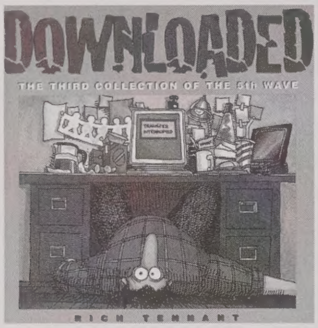
Evaluating the opportunity. When thinking about a new event launch, consider questions such as:

- What's the financial model?
- What's the value proposition to the targeted visitor demographic?
- Where are you going to get the databases for promotional purposes (in-house or outside; free, trade or for a cost)?
- How large is the exhibitor and sponsor prospect universe?
- Are there affinity groups that you can work with (associations, etc.) to help lend credibility, drive attendance, groundswell, etc.?
- Who is the competition, and what is your differentiator?

At the end of the day, it really is about the content. Social networking objectives aside, we're all too busy these days to take the time to participate in an event unless we sincerely believe we're going to get an ROI. It is critical that the content has value to the targeted audience. Need-to-know/urgent business information is a more powerful draw than a high-profile speaker. Get the content right and the rest is in the details of actually producing the event.

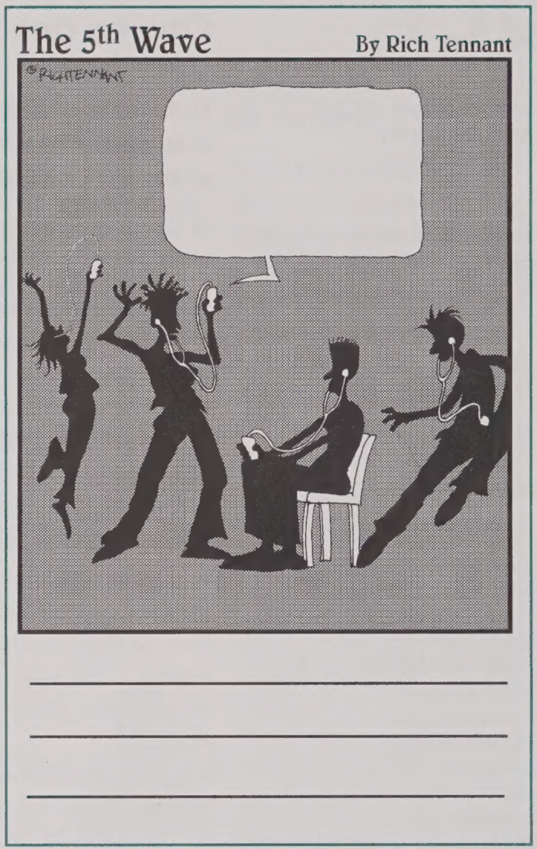
off line *for fun*

It's been a while since the last cartoon caption contest, but the first cartoon of '06 now awaits your creative energy. Compose a brief caption for the cartoon at right and send it to *IDG World Update* by May 9.



The IDG employee with the most humorous submission will have a choice of receiving either an IDG "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* sport safes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.



and *finally.*

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Claudia Corradi *IDC Italy*
Sarah Hindmarsh *IDG World Expo*
Charlotte McCormack *IDG World Expo*

Employees invited to join company-wide wiki pilot project to foster information exchange

IDG is currently piloting a company-wide wiki as a way to share best practices across IDG.

A wiki is a Web site that can be edited by anyone without needing to know HTML, making it an easy way to share information and track projects.

A few groups — including the IDG Delta Force and the organizers and participants in the upcoming Global Media and European Media Management Institutes — are currently testing the wiki's usefulness for best practice sharing and project collaboration at IDG. If there is interest and it gains momentum, this site could develop as a dynamic resource well beyond those events and be effective for a much larger audience of all IDG employees worldwide.

The potential applications for the wiki are virtually limitless. It is an ideal environment for project management, document collaboration, best practice sharing, internal blogging and community development across business units and regions.

If you are interested in finding out more about the IDG wiki and how you can participate in this pilot project — either as an individual contributor or as part of a group or project team — please contact **Julie Lynch** at julie_lynch@computerworld.com.

Classified ads on IDG Central

Employees worldwide are invited to post For Sale, For Rent, Services or Want ads on IDG Central.

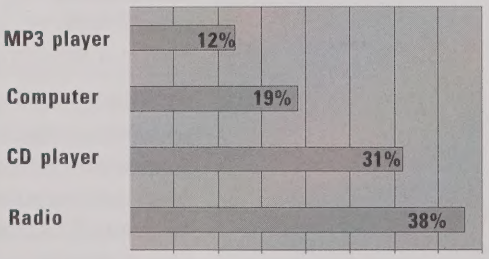
Among the current listings:

- **Student exchange opportunity in Madrid**
- **Vacation rentals**: New Hampshire, Cape Cod, Maine, Florida, Arizona, the Caribbean and Wales.
- **For sale**. Solid oak dining room table and chairs

See the classified ad section on the home page of http://www.idgcentral.com.

Question of the Week results for April 10

How do you usually listen to music?



Log on to IDG Central to vote on this week's question: Do you think confessed Al Qaeda conspirator Zacarias Moussaoui deserves the death penalty?

IDG WorldUpdate

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG **WorldUpdate**

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WWW.IDGCENTRAL.COM

Inside this issue

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IDC, IDG Italy team up to produce CIO Conference *page 5*

Enterprise, PC World GPSC meetings set for November *page 7*

Quick poll: Event professionals recall their strangest moments on the show floor *page 8*

Words of note

"One other thing I hope I've brought intact from Yahoo! is a sense of excitement and adventure about our role as pioneers. All of us working in online are truly inventing a new information medium from scratch. It's a rare privilege to have the opportunity to influence the evolution of such a powerful force in people's lives."

— InfoWorld.com VP/General Manager Virginia Hines writing in this week's One on One column

IDG Sweden launches weekly "TV" show on its site

Two sponsors underwrite first 10 shows; Swedish station might broadcast

Fredrik Agrén

Petter Ahrnstedt

IDG Sweden's PC World title, PC för Alla, has recently launched a weekly "TV" show on its Web site that is attracting interest from both viewers and sponsors. The show, called IT-panelen (The IT Panel), is hosted by a regular contributing editor to the magazine, **Petter Ahrnstedt**, and features a rotating panel of three journalists from various IDG Sweden publications who debate the merits of a particular technology or news story.

Each five- to 10-minute segment is filmed live at a makeshift studio at the IDG Sweden office. Editing, which takes another three or four hours, is done by IDG Sweden staff with the help from a freelance editor, **Lars Hallström**.

According to Editor-in-chief **Fredrik Agrén**, topics for the TV show are drawn from the latest IT news, and preference is given to subjects that tend to elicit strong feelings and/or conflicting opinions. "Our goal is to find subjects that the panel can debate — occasionally we've decided before the show who will take which viewpoint. That way, we don't run a risk of everybody agreeing!" Agrén said.

Recent topics have included the merits of television-enabled mobile telephones, Apple's decision to allow Windows to operate on a Macintosh, and why Europeans have been slow to embrace SMS capabil-

continued on page 6

IDG Brazil's relaunched site attracts record audience

IDG Brazil last month unveiled a complete redesign of its nine-year-old IDG Now! Web site that offers significantly more news and resources for its readers and many more opportunities for its clients to connect with those readers. Six months in planning and execution, the remodeled Web site was re-created from the ground up, according to IDG Brazil Online Director **Paulo Amaral**.

Built on an open source content management system based on Zope and Plone software, the new platform allows IDG Brazil to save money while boosting flexibility and speed in deploying new resources for its audience, Amaral said.

"Our major goal was to come up with a new look and feel that could accommodate more news and services on every single page and therefore increase the time an average user spends at IDG Now!" Amaral said. Within days of its relaunch, the IDG Now! site broke all previous online audience records at IDG Brazil, reaching more than 500,000 page views in 24 hours and attracting more than 57,000 visitors. Average page views per visitor have doubled from three to six. "During the month of March, the site tallied more than four million page views and 350,000 unique users," said **Ralphe Manzoni Jr.**, IDG Now! executive editor, "so everything is indicating that the changes were good for our audience, and we're attracting new users day after day."

Among the improvements readers will see at the site are the following:

- A horizontal navigation bar highlighting the main sections and directories.
- More physical space for news on each page.
- New areas for long tail and editorial initiatives.

Some of those long tail[1] and editorial initiatives include:

continued on page 2

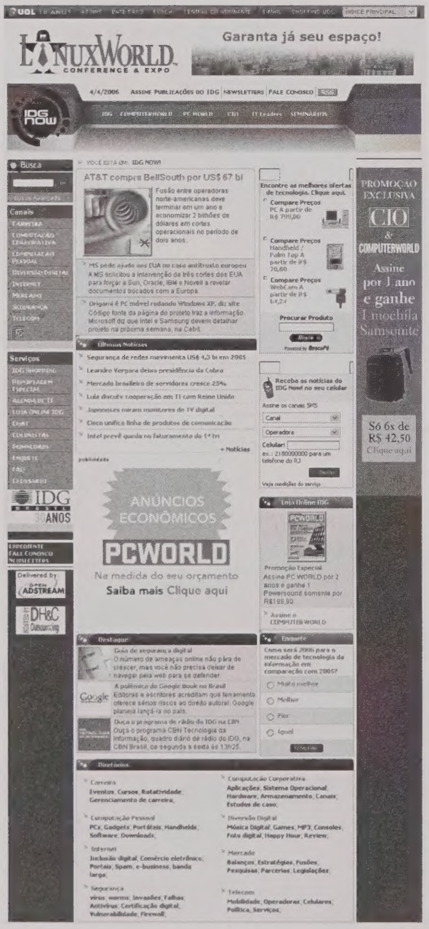
IDG Now!

continued from page 1

- A partnership with Sao Paulo-based Buscape, which operates the largest price comparison engines in Latin America that work much like the PriceGrabber tool at PCWorld.com in the U.S. All sorts of technology products, including digital cameras, iPods, notebooks, etc., can be compared using Buscape's engine at IDG Now!

- Short-messaging Service. Readers can sign up to receive a daily feed of one or more of the seven SMS channels available on the site. In the future, the company plans to market these SMS channels directly to the sales forces of local technology companies, Amaral said. "So, for instance, the IBM representative could receive all the news published by IDG Now! about a given topic so he or she will always be on top of that subject."

IDG Brazil's online team includes (l-r): ***Guilherme Felliti****, reporter;* ***Daniela Braun****, editor;* ***Nicélio Junior****, Web developer;* ***Flávio Remontti****, Web designer;* ***Eli Soares****, Web developer;* ***Ralphe Manzoni Jr.****, executive editor;* ***Rodrigo Leme****, Web manager;* ***Daniela Moreira****, reporter;* ***Edson Soares****, reporter; and* ***Patrícia Alves****, online marketing.*



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AT&T compra BellSouth por US$ 67 bi
PROMOÇÃO EXCLUSIVA
CIO & COMPUTERWORLD
ANÚNCIOS ECONÔMICOS
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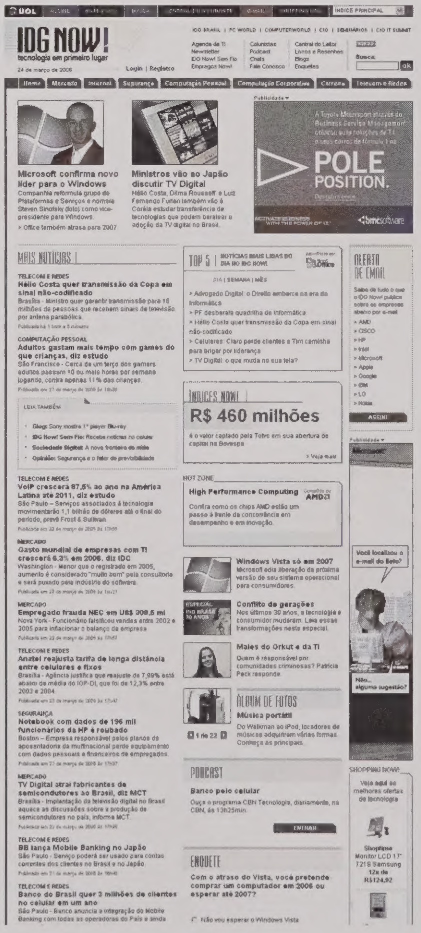
Saiba mais Clique aqui



IDG NOW! tecnologia em primeiro lugar
Microsoft confirma novo líder para o Windows
Ministros vão ao Japão discutir TV Digital
POLE POSITION.
MAIS NOTÍCIAS
R$ 460 milhões
PODCAST
ENQUETE

Among the most prominent features of IDG Brazil's revamped IDG Now! site (right) are more space for news and resources for readers and the ability to accept more ads in more flexible formats.

- A partnership with Livraria Cultura, one of the country's largest booksellers, to sell books related t technology and business on the IDG Now! site.

- A partnership with Manager Online, the leading online human resources provider, whereby IDG Now! users can search for technology jobs and post their resumes on the site.

IDG Now! is also producing a daily radio program that is aired both at IDG Now! and on one of Brazil's leading radio stations, CBN. IDG Now! Editor **Daniela Braun** is in charge of the five-minute program, which features news and commentary about a top IT story. The program is available at http://idgnow.uol.com.br/podcast.

In addition, IDG Brazil is pursuing an aggressive lead-generation strategy with sponsored webcasts, white papers and client hot zones.

"The Internet is a challenging environment, and it is very easy to be out of date and lose your audience if you don't keep up with what's new," Amaral said. "Basically, we're trying to pay more attention to the human beings using our site and what they want from us rather than pushing out what we think is best for them.

For more information, contact Paulo Amaral at pamaral@idg.com.br.

---

[1] *To read more about Wired Editor-in-chief Chris Anderson's theory of The Long Tail, visit http://www.wired.com/wired/archive/12.10/tail.html.*

one on one the interview

Virginia Hines
The VP/general manager of InfoWorld.com is this week's columnist. Reach her at virginia_hines@infoworld.com.

Before joining InfoWorld late last year, Hines spent five years at Yahoo, where she managed online advertising programs and services, and developed, launched and managed Search Submit Express for Yahoo Search. Prior to joining Yahoo, she was founding publisher of the BioInform family of bioinformatics- and genomics-related newsletters and online services. Virginia also spent 12 years in editorial management positions with the Chilton and Fairchild divisions of Capital Cities/ABC.

Q What aspects of your experience at Yahoo! are particularly useful for your role at InfoWorld?

A At Yahoo! we were strongly encouraged to use the Web to meet as many personal and professional needs as possible. If we wanted to plan a vacation, find a dry cleaner, catch a movie, buy a TV, check a fact, listen to a new CD…any time we needed a solution the default was, "How could I do that online?" This Web-first attitude really helped break the old paradigms and open my mind to how powerful and far-reaching the online medium can be, and we've barely begun to tap into the full potential.

Working at Yahoo! also helped me appreciate what rich data the online medium provides about users and their behavior. Yahoo! has a very large group devoted to collecting and mining data and making those analyses available to the people managing the businesses to use in making decisions and setting priorities. When you run the business with that level of specificity it can be incredibly efficient, giving you an enormous advantage over competitors with less visibility into their business drivers. There's a lot more that we can do at InfoWorld.com to capture, analyze and act on our audience's behavior.

One other thing I hope I've brought intact from Yahoo! is a sense of excitement and adventure about our role as pioneers. All of us working in online are truly inventing a new information medium from scratch. It's a rare privilege to have the opportunity in your career to influence the evolution of such a powerful force in people's lives. We're all working hard, but occasionally we need to step back and savor the moment. Don't get stressed out because things don't feel as comfortable or predictable as they did in a mature industry like print. Not knowing exactly what the future holds is part of the fun of living on the cutting edge. Yahoo! did a great job of energizing people about working in this field at this time in history, and I hope I can spread some of that enthusiasm to InfoWorld.com.

Q What are your key areas of focus for the coming six to 12 months?

A In the short term our most pressing need is for a more engaged audience, which we believe will express itself in more uniques, more visits per unique, and more page views per visit, all of which multiply by one another to drive exponential traffic growth. The online team is focusing on three areas — community, interactivity, and multimedia.

Community is driving tremendous innovation online. People are experimenting with community content, for example blogs and RSS, and with community tagging, such as Flickr and del.icio.us. From a business perspective, it can be a low-cost source of targeted, high-quality content.

To jump-start our community dynamic at Infoworld.com, we just launched InfoWorld IT Exec-Connect, built on Leverage Software's social networking platform that provides discussion forums and other tools to allow the Infoworld.com audience to tap into the power of their peers as resources. It also gives us a highly targeted environment where we can announce events, lead-generation opportunities and other InfoWorld products, as well as advertising.

For example, members can view a "People Map" that graphically shows which other members best meet the criteria they're searching for. They can click on the profile of any matches that interest them and set up appointments to talk, e-mail, or meet in person. Another interesting feature is that on the back end, we can view statistics for the community's supply and demand of all the profile characteristics. If we see a lot of people looking for information on SOA, we can communicate that unmet need to editorial. (To see a beta version of Exec-Connect, go to http://infoworlditexecconnect.leveragesoftware.com.)

We're only beginning to unlock the value in the professional communities our businesses have developed. We need to change the model from information flowing one way — from us to the audience — to a more complex pattern in which the audience is also feeding information to us as well as to each other. We're in the media business, our core competence is monetizing an audience via advertisers. It's time to get away from the print notion that we create or control all the content. Wherever the content comes from, if it's relevant and builds audience, that's our most efficient path to growth.

Community leads into interactivity: Once you have a community you need to have an interactive relationship for both sides to realize the most value. Interactivity covers everything from doing a better job of capturing data about user behavior to getting your community to provide free, high-quality content through blogs, discussion forums or product reviews, for example. Creating a more interactive environment tells the audience you value their input and lets you tailor the user experience to increase satisfaction and engagement, which in turn makes it easier to deliver value to advertisers.

continued on page 7

ComputerPartner delves into consumer electronics

New title, Web column and conference target resellers' growing segment

CE-Business
Fakten, Trends und Analysen für den CE-Handel
16 Seiten, alle 14 Tage neu
CE-HÄNDLER SETZEN AUF DESIGN UND STARKE MARKEN
Die Sommerhits im UE-Handel

IDG Germany's Channel Group is capitalizing on the continued growth of the digital lifestyle market and its inexorable convergence with the mainstream IT market by launching a three-pronged print, online and conference strategy aimed at serving the growing number of resellers serving the expanding consumer electronics (CE) market.

The first bi-weekly, 16-page issue of CE-Business appeared on Feb. 16, the day before its related annual event, the CE Business Trade Congress, debuted in Düsseldorf. A bi-weekly CE-business e-mail newsletter alternates with the tabloid's publishing schedule.

All three products are under the direction of ComputerPartner Publisher **Sven Blaukat**.

"Product cycles in the consumer electronics industry are being dramatically shortened by the rapid advance of digital technology," said CE-Business Editor **Ulrike Goressen**. "Traditional specialized retailers, outlet markets, mail-order companies and installation businesses need know-how, if they are to give the right advice to increasingly demanding customers and promote the sale of digital solutions."

> *CE-Business, a bi-weekly, is purposely limited to 16 pages so that it can be read quickly and serve as an effective 'help guide' for resellers who plan to broaden their businesses to include CE products and services.*

The publication's section includes people in the news, product news, channel programs in the digital lifestyle sector, market trends and figures, technique and know-how, and details about CE companies and distributors. The know-how section includes terminology explanations, quick summaries of new technologies and how they work, comparisons of similar devices, tips on how to make a reseller shop more consumer electronics-oriented and legal news from the CE sector.

CE-Business is purposely limited to 16 pages so that it can be read quickly and serve as an effective 'help guide' for resellers who plan to broaden their businesses to include CE products and services.

"Our audience is demanding this information, since the digital lifestyle market represents the biggest growth sector in the German high tech industry," Blaukat said.

CE-Business has a circulation of 16.000 with half the issues going to a subgroup of ComputerPartner's 37,000-member qualified database; the remaining 8,000 issues are distributed to a list of recipients whose names were supplied by the CE industry and CE-related retailers.

While the publication has three or so direct competitors, none has the same combination of features, Goressen said.

During non-publishing weeks, an e-mail newsletter is sent to more than 12,000 recipients. CE-Business.de and computerpartner.de have devised a variety of sponsorship opportunities, including all standard advertising formats. ComputerPartner.de's March IVW-audited traffic figures confirmed 550,712 visitors and 1.5 million page impressions, representing a 80% increase since January 2005 and making computerpartner.de and ce-business.de two of the country's most successful channel Web sites in terms of user access.

Through an agreement with Electronic Partner (EP), Germany's largest reseller/retailer association for consumer electronics, the first CE-Business Trade Congress was held the day before EP's major trade show, and in the same facility. It drew more than 140 managing directors and senior executives from reseller companies and retail chains who listened to market researchers, management consultants and event company executives report on promising business models and trends in digital solutions for consumers with high purchasing power. Participants paid 119 Euros (US$144) for admission to the conference, a nine-company expo/booth area and a visit to the trade show the next day.

For more details, write to Sven Blaukat at sblaukat @computerpartner.de. WU

IDG Germany's publication portfolio at-a-glance

IDG Business Verlag
- CIO
- CE-Business
- ComputerPartner
- Computerwoche
- CW Focus Mittelstand (small-to-medium businesses)
- CW Young Professional
- tecChannel

IDG Magazine Verlag
- Digital World
- Macwelt
- PC Welt

IDG Entertainment Verlag
- GamePro
- GameStar
- GameStar/Dev (for developers)

April 24, 2006

Executive Editor, Ed-Tech Magazines (CCI)

Growing custom magazine publisher in Boston seeks experienced executive editor with enthusiasm and solid understanding of K-12 education and technology to lead our creative team. If you have 7+ years of experience as a senior-level editor and manager, a history of delivering multiple projects on time and on budget, and can do everything from conceptualizing new publications to line-editing, we would like to meet you. Required experience includes working collaboratively with clients, managing staff and freelance writers, working with designers, editing freelance articles in MS Word and Quark XPress, and developing article ideas. Send resumes to editor@ccicrosby.com.

Location: Boston, MA

Contact: A. Race: Fax: 617-254-9776, Phone: 617-254-9481 x10, Email: editor@ccicrosby.com.

Program Manager (CXO)

CXO Media Inc. is seeking a Program Manager to join its Custom Integrated Media team. This individual will be accountable for managing client relations, internal team communication, multimedia integration, operations and project administration for custom content development and integration in print, online and events. The ideal candidate will possess 5-7 years work experience in marketing, magazine publishing, online, events or an advertising agency. The candidate must be able to multi-task in a fast paced environment and be detail oriented. Strong communication and customer service skills are essential. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Manager, Health Industry Insights (HII)

Health Industry Insights is seeking a program manager for its Provider Strategies product family. The manager will have responsibility for provider-related research. He/she will be responsible for coordinating the research agenda with the other Health Industry Insight provider analyst and contributing research to several programs within the unit. The individual must have strong research experience as well as strong writing and presentation skills. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand and supply side of technology markets. The research manager will serve as a point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package research in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the manager to have strong project management skills. The manager will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The desired individual will have an undergraduate degree with 5% years working experience in Healthcare. Experience in the IT industry and/or with a market advisory firm is preferred. Additionally the following skills and attributes are desired: Ability to provide actionable advice to executive level management; strong presentation skills; Strong writing skills; Strong business development skills; Strong collaboration skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving; Ability to design and implement new processes; Strong project management skills with a constant eye on detail. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Part-time Office Associate (IDG)

IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 20 hours per week in our Paramus New Jersey Regional Sales office. This position will support 13-15 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will ensure that routine office requirements are being met and the office is running smoothly. The responsibilities also include maintaining reports in Microsoft Excel and Microsoft Word, ordering supplies, assisting sales staff, and general administrative duties including petty cash reconciliation and planning the seasonal office events. Ideal candidates will have attention to detail and the ability to multitask. Previous administrative support in a sales environment a plus as well as experience with Microsoft Excel and Microsoft Word.

Location: Paramus, NJ

Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Analyst, Virtualization Software (IDC)

The Virtualization Software Team of the IDC's Enterprise Platforms Group is seeking a Research Analyst to support the data collection, modeling and research efforts of the virtualization software research area. This research will include coverage of virtual access software, virtual application environment software, virtual processing software, provisioning and management software and virtual storage software. The Research Analyst will support IDC market research survey efforts by managing surveys, assisting with analysis and write-ups, assisting with other information collection efforts and conducting vendor interviews. This position will require a team approach, working with other IDC analysts to maintain excellence in report deliveries while developing strong consulting efforts from larger companies, more trackers and multi-client studies. The position will require the collection of vendor information from public sources; the coordination and execution of vendor interview for the annual data collection process; spreadsheet data entry and modeling, data checking and reconciliation; research and data collection on the Web to support other information collection efforts and qualitative vendor interviews on products, capabilities, markets and partnerships. This position also includes the authoring and/or co-authoring of research documents presenting the information captured by the quantitative research. The successful candidate will possess previous client interactions and service experience, strong writing skills to include the ability to respond quickly to industry events in written form. In addition, strong spreadsheet skills with experience in managing complex spreadsheet with multiple worksheets and links to external data, and the ability to interpret financial statements and earnings reports. Some knowledge of virtualization software helpful, but not required. Bachelor's degree required, MBA a plus. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Director, Investment Research Service (IDC)

IDC, the global leader in advisory research on the adoption of technology, seeks a Director to lead the Investment Research Services program. Drawing on IDC's vast resources in market trends and analyst expertise, the Investment Research Services program provides technology market information to the financial community, including equity analysts, investment bankers, and venture capitalists. This leadership position will be responsible for establishing programs and processes for growing audiences served by the Investment Research Services product lines worldwide. Key charters of this role include financial management, partnering with sales on both strategy and execution, working with marketing for the proper positioning and promotion of IDC product offerings, establishing new lines of revenue, and working with the analyst account manager team to maximize client value. The Director will partner with clients, IDC Analysts and Salespeople to ensure that customer satisfaction is being maintained and promoted and to develop new products as well as consulting and custom intelligence solutions. The successful candidate will have a proven track record of understanding the needs of the investment community and developing solutions for that community; a strong public presence and a proven capacity to forge alliances and promote productive collaborations; 5-10 years experience in the investment community with a focus on the IT industry; demonstrated success in team building; an advanced degree in a field related to business management, science/technology, and/or advisory research; ability to travel.
Location: Framingham, MA
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Research Manager, Collaborative Computing (IDC)

IDC's Integration, Development and Application Strategies (IDeAS) research group is seeking a Research Manager for a period of 12-15 months starting in May 2006 (filling in for an analyst on military leave) who understands collaborative and/or business applications. The analyst will cover vendor and product competitive positioning and opportunities in the worldwide and North American market for real-time collaboration (conferencing, enterprise instant messaging), as well as unified messaging, software and hosted service providers. The analyst will be responsible for gathering qualitative and quantitative information, synthesizing and analyzing industry trends in a logical and forward thinking manner, publishing research reports, responding to clients' inquiries and attracting business to build the program. Candidates must possess excellent written and verbal communication skills and knowledge of the collaborative applications industry. Responsibilities include writing research, supporting IDC client inquiries and briefings, developing market forecast and market revenue share reports, analyzing and reporting on demand-side survey data, attracting and executing on consulting engagemtns, providing research insights to the trade and business press, and working closely with IDC sales and marketing to communicate and promote IDC's subscription research and consulting. The data collection and analysis process will require the development of in-depth knowledge of the relevant market, and vendors' service offerings and strategies through regular contact with vendors and customers. Candidates must demonstrate excellent written and oral communication skills. Spreadsheet skills must include the ability to work with quantitative data modeling and analysis. 8+ years of business experience is required. Knowledge of collaborative applications is preferred. A bachelor's degree, as well as an MBA or 5+ years of collaborative or other business application software or hosted services experience, is required. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

VP, Sales Executive Practice (IDC)

IDC, the premier global provider of market intelligence advisory services in the technology and telecommunications, and consumer technology industries, seeks a dynamic enterprise builder to joint its Executive Advisory Group as the vice president, Sales Executive Practice. This fast growing practice is moving into its third year of development and requires a strong leader to move it to its next level of growth with a strong combination of enterprise sales/sales operations, analysis and consulting expertise. Clients of this include tier one tech sales organizations. We work with sales executives and their counterparts in sales operations, sales strategy, and finance. The sales executive practice includes member-driven service and custom consulting to assist these executives in the areas of planning, operation, execution, and measurement. Our deliverables include published documents, planning tools, strategy sessions and more. Reporting to IDC's Group Vice President for the Executive Advisory Group and working in close consultation with IDC's VP of the highly successful Chief Marketing Officer Practice area, as well as other members of IDC's executive management advisory board, s/he will build products and services to build on IDC's early lead in this important practice area. The successful candidate has a strong track record of building credibility with senior sales executives and will bring a substantive understanding of the full range of sales activities and the key success factors, the key performance indicators, and best practices for these activities. These include, but are not limited to: sales budgeting and planning, quota setting, performance measurement, strategy and tactics, sales education and tools. S/he will be chartered with developing and managing to annual business plans, creating new offers for the market, and driving on-going growth of the business. The position requires a business leader who can function as a business developer, product manager, marketer and trusted advisor to clients. Candidates should have at least 10-12 years of large enterprise sales-related experience including several years of experience within or consulting to sales organizations. A strong understanding of quantitative research and the ability to manage the design of studies to assist sales planning, quota setting, and performance measurement is required. S/he will be a strong writer and speaker and bring entrepreneurial drive and a successful track record leading a high-performance start-up with a strong bottom line focus. Public presence and a proven a capacity to forge strategic alliances and promote complex, productive collaborations are required. An MBA or higher degree in a field related to business management, technology, and/or advisory research is desirable. A management consulting background is a plus. Travel is required. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Intern, Manufacturing Insights (MI)

Manufacturing Insights is in search of a summer Research Intern. The intern will work directly under the supervision of the Director of Supply Chain Strategies research, and be provided various work assignments in supporting ongoing research activities in supply chain and manufacturing industry research. Areas of assignment can include interviewing and/or researching manufacturing companies on their specific supply chain initiatives, assimilating and summarizing specific supply chain benchmarking data, or analysis and preparation of research data for industry IT spending or budgeting guides. Work assignments could also include assimilation of supply chain risk factors in low cost manufacturing regions of China, India, Eastern Europe, or other regions. The ideal intern would be a student pursuing a master's or advanced graduate track in the areas of either supply chain, operations, or transportation management. The intern should possess solid analytical skills, as well as well developed writing and communication skills. Candidates with previous experience working at a manufacturing, supply chain, or applications technology organization, or those having an understanding of manufacturing industry needs and trends will be ideal candidates for this position. International exposure is also a definite plus. This intern position can provide an outstanding opportunity to have exposure and understanding of the internal activities within an internationally focused research company. This position will be based in our Framingham, MA headquarters and will run from June through August/September. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Conference Specialist (WEC)

IDG World Expo has an exciting opportunity for an energetic Conference Specialist to join our team. In this position the Conference Specialist will have responsibility for the day to day interactions with our conference speakers and outside consultants across several of our event brands. This involves understanding the needs of our speakers, and developing and maintaining strong relationships that help to build the reputations of our events. This position is responsible for the coordination of speaker needs including, all conference room sets, catering, audio-visual needs, and signage for fulfillment by our Event Services Department. Also included is facilitating the process for conducting our event advisory board meetings. Excellent communication and relationship building skills and the ability to multitask are essential. This position requires strong attention to detail, organizational skills and the ability to forecast and budget. This is a key role in the collection and dissemination of information for our conference speakers. The ideal candidate will possess up to 5 years of related experience in conference and tradeshow planning and have experience working with Microsoft Office. Experience with SalesLogix a plus. Some travel will be required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Coming up

The 2006 CIO Leadership Conference
May 8-10
Cambridge, MA
http://www.cio.com

Grid World
May 11-12
Tokyo
http://www.idg.co.jp/english

LinuxWorld Summit 2006
May 15-16
Milan, Italy
http://www.linuxworldsummit.it

Syndicate Conference
May 16 – 17
New York City
www.syndicateconference.com

Banking Vietnam
May 17-19
Hanoi
Vietnam
www.idg.com.vn

Computerworld Mobile & Wireless World
May 22-24
Orlando, FL
www.mwwusa.com

International Software & Game Festival
Hanoi
Vietnam
www.idg.com.vn

The Computerworld Honors Program
June 5
Washington, D.C.
http://www.cwhonors.org

Enterprise Innovation Conference
June 7
Milan, Italy
http://www.idc.com/italy

IDG Asia/Pacific Managers Meeting
June 7-9
Beijing
Contact: Maggie Murphy
maggie_murphy@idg.com

Vietnam ICT Insight
June 13-15
Nha Trang
Vietnam
http://www.idg.com.vn

CIO Conference in Milan looks at IT as a strategic lever

IDC Italy, IDG Italy collaborate on annual event with awards component

IDC Italy and IDG Italy co-organized the second annual CIO Conference in Milan on April 4, which drew 450 CIOs and high-level IT professionals from Italian companies. This year's edition carried the theme "IT & Business Transformation: From Vision to Reality."

"This year's CIO Conference confirmed its role as a unique meeting opportunity," said **Ezio Viola**, group vice president and general manager, IDC Southern Europe, who chaired the event. "Attendees explored how technology can be used as an enabler of business innovation and how CIOs play an increasingly important strategic role in providing their companies with competitive advantages."

Like last year, the event attracted a substantial number of media partners (11) and corporate sponsors. The 18 companies that signed on included main partners Alcatel, AMD, Fujitsu Siemens Computers, IBM Italia, Intel, SIA and TIBCO Software. Two panel discussions each featured executives from these companies along with CIOs from a variety of industries, such as food, consumer goods and utilities. The executives discussed technologies they thought were essential for companies to thrive in future market scenarios, and the CIOs described concrete examples of how specific technologies were used as a strategic lever for business success.

IDC U.S. Senior Vice President/Research **Frank Gens** and Group VP & General Manager/Enterprise Computing **Vernon Turner** were among the featured speakers. They analyzed the tools required for an integrated and flexible IT infrastructure that can support changing business priorities and respond to changing market conditions. Gens presented the results of several IDC U.S. surveys, one of which showed that 63% of 200 line-of-business executives interviewed said they are moving toward more selective and strategic relationships with providers, a trend discussed throughout the conference. IDC Italy Practice Manager **Alessandro Lorenzelli** moderated one of the panel discussions.

Keynote speakers included Peter Weill, director of the Center for Information Systems Research at MIT, who emphasized that companies need to have flexible business models to face the challenges of globalization and growing pressure on margins. Michael Earl, dean of Templeton College, University of Oxford, talked about the CIO's central role in making visible to the rest of corporate managers the concrete benefits that IT can bring to the business as a whole.

*IDC Southern Europe Group VP & General Manager **Ezio Viola** (right) shares the stage with Trenitalia IT Director Alessandro Basili during the presentation of the CIO Innovation Awards. Trenitalia won an award for its role in providing multimedia services on the new high-speed Italian Eurostar trains; ASM Brescia won an award for its work in the utility sector.*

Five workshops led by sponsors tackled specific technology topics, and two LAB sessions — highly focused discussion topics led by Turner and Weill — rounded out the conference segments.

The conference also serves as the backdrop for the annual IDC-IDG CIO Innovation Awards. The awards are given to the best Italian ICT projects, both in the private and public sectors, that are characterized by innovation for the business, meaningful organizational impact and/or a high-level use of the most recent technologies. Forty projects were narrowed to two winners, selected by a jury composed of a representative from both IDC and IDG Italy and IT and management experts from two Italian universities.

IDC Italy's role for the event focused on marketing, database development, sales, promotion and logistics. IDG Italy handled editorial coverage and promotion through ads within its print and Web properties. Attendees received a copy of the latest Italian CIO magazine, which included CIO conference sponsors' ad pages and advertorials and articles about the two CIO Award winners. The magazine has a controlled circulation of 9,000.

*Write to IDC Italy Senior Marketing Communication Specialist **Claudia Corradi** at ccorradi@idc.com. For the conference agenda go to www.idc.com/italy/events/cio06/cio06_agenda.jsp.* WU

noteworthy people

New employees

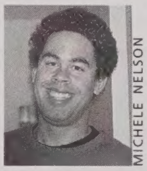
Dave Callaghan is Computerworld's new IT director, coming from Thomson Course Technology where he was associate VP of IT. He holds a B.A. in computer science from the State University of New York/Potsdam and a Ph.D. in business administration from the University of Massachusetts/Amherst. In his free time he enjoys running, sailing and restorations ("cars, boats, houses, furniture"). *dave_callaghan@computerworld.com*

Program Director **Pete Abell** comes to IDC Framingham's Manufacturing Insights division from his role as senior partner and founder of ePC Group, a radio frequency identification (RFID) consultancy. He helped develop an RFID strategy for U.K. retailer Marks & Spencer, making it a leader in RFID and has spoken in Shanghai and Singapore on "RFID: Beyond the Supply-Chain Mandates." He holds a B.S. in engineering from the U.S. Naval Academy in Annapolis, Md., and took M.B.A. courses at the University of Chicago. Pete enjoys skiing, gardening and tennis. *pabell@idc.com*

PETER SHORT

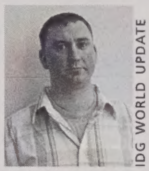
Abell

George Jones is IDG Entertainment's new executive producer, Online. He was previously editor-in-chief of Maximum PC and also Computer Gaming World and until recently ran a video games consulting business. He earned a B.A. in sociology and history from Dartmouth College in Hanover, N.H., and enjoys competing in pro bike races (he placed 61st in the 2005 Sea Otter Classic). *gjones@idg-entertainment.com*


MICHELE NELSON

Jones

William Schultz joins PC World as senior network and systems engineer.; he held a similar title previously at CaseCentral, Inc. William holds an associate's degree in electronic engineering from San Francisco's Heald College and enjoys motorcycle riding, snowboarding and traveling around California. *william_schultz@pcworld.com*


IDG WORLD UPDATE

Schultz

IDC U.K. has hired **Kathryn Hingston** as a conference manager for U.K. and Ireland conferences. She was previously senior manager, EMEA Conferences, with Platts, a division of the McGraw-Hill Companies, for which she launched and managed a European conference division, creating, marketing and running six events a year. A graduate of Trinity College at the University of Cambridge, she holds a B.S. and an M.A. in modern languages. Away from the office she enjoys running, yoga, cinema and watching the West Ham United soccer team. She also recently completed her Advanced Open Water Diver qualification. *khingston@idc.com*

Cathy Cromley joins IDC Government Insights group as a senior account executive, coming from Secure Computing Corp. where she was director of marketing operations. She holds a B.S. in business information systems from Virginia Commonwealth University in Richmond, Va., and enjoys travel, reading and attending live sporting events, particularly Washington Redskins' football games. *ccromley@government-insights.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG Sweden TV

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ity on their mobile phones.

Among the editors who have appeared on the show to date are PC för Alla Test Editor **Fredrik Granlund** and Consumer Editor **Martin Appel**, MikroDatorn Editor-in-chief **Bo Nordlin** and Test Editor **Magnus Andersson** and Nätverk & Kommunikation Editor **Pernilla Widén**. "We're also planning to invite some non-IDG Sweden industry figures to join us to make the mix more interesting," Agrén said.

The content of each show is summarized in a short article that appears on the PC för Alla Web site where readers are invited to post feedback about each show.

Participating in a recent IT-Panelen segment were (l-r): ***Petter Ahrnstedt****, editor, PC för Alla;* ***Magnus Andersson****, editor, MikroDatorn;* ***Pernilla Widén****, editor, Nätverk & Kommunikation;* ***Martin Appel****, editor, PC för Alla.*

Agrén said the sales team was able to attract two sponsors before launching — Kodak and Nokia — each of which is helping to underwrite the first 10 shows. It is not yet clear whether these sponsors will extend their sponsorship for more shows.

"We have definitely adopted a 'let's try it' attitude with this project," Agrén said. "For us, the important thing is to keep trying new things and not waiting until we are all 'experts.' We are honest with our visitors and let them know that we are learning and that we welcome their feedback to help us continue improving our show from week to week. We ask our viewers to comment on both the content of the show and on the production quality as well as our performance. We have found that many of our viewers are happy to share their knowledge and experience and have passed along all sorts of tips."

Agrén said he is currently in discussions with a Swedish television station that is interested in broadcasting the show. "I'm happy to say they sound quite positive about it and I'm confident that we're about to write some IDG Sweden history within the next few months!"

For more information, contact Fredrik Agrén at fredik.agren@idg.se.

50% employee discount for Syndicate

IDG World Expo's bi-annual Syndicate conference will be held May 16-17 in New York City. Syndicate covers content syndication trends as well as the tools and strategies that are enabling online media and content to be searched, found, followed and subscribed to. To register, go to http://www.syndicateconference.com and use Priority Code IDGCORP.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Penny Winn *IDG World Update*

21
Libby Levinson *IDG World Expo*
Robert Kanes *PC World*

20
Norma Tamburrino *IDG*

14
Christian Christiansen *IDC*

13
Ellen Fanning *Computerworld*

12
Denise Haines *IDC*

11
Martina Reger-Voelzing *IDG Germany*
Lynn Wright *IDG U.K.*
Naoyuki Sakai *IDG Japan*
Kim Giovanni *CXO Media*

10
Richard Robinson *IDG Global Solutions U.K.*

9
Michelle Fuller *Computerworld*

8
Henrik Almén *IDG Sweden*

7
Jennifer Malkasian *IDG List Services*
Peter Short *IDC*
Brian Wood *Network World*

6
Petra Hallstrom *IDC Global Solutions U.K.*
Monika Seres *IDG Germany*
Lisa Esseen *IDG Sweden*
James Motch *PC World*
Heidi Tanakatsubo *PC World*

5
David Parker *Manufacturing Insights*
Robert Blumstein *IDC*
Scott Ellison *IDC*

4
Kevin Brodie *IDC*
Simon Borin *IDG Sweden*

3
Duncan Newell *Computerworld*
Lisa Parker *IDG Global Solutions U.K.*
Emilia Kax-Axelsson *IDG Sweden*
Emil Olsson *IDG Sweden*
Rune Gyldenlove *IDG Sweden*
Laura Dwyer *Connell Communications*

2
Cassie Cheng *IDC China*
Raymond Huo *IDC China*
Shirley Ba *IDC China*
Jacky Wan *IDC China*
Melissa Bambauer *IDC*
Heather Guinard *Connell Communications*

1
Tara Sellazzo *Computerworld*
Ryan Ashton *IDG New Zealand*
Kingsley Colaco *IT World Canada*
Carolina Hernando *IDG Spain*
Marco Antonio Capeloci *IDG Brazil*
Jerome Drevet *IDC France*
Sue Krenek *PC World*
Patrick Clarke *CXO Media*

One on one

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Finally, multimedia is on the list, as audiences have demonstrated an interest in consuming information in the most appropriate format. We're having a lot of success with our growing podcast program, and we expect to grow both audio and video programming rapidly. Advertisers are eager to support forays into multimedia. Plus, it's a way to engage the audience and show them your site is on the innovating edge, not stuck back in the '90s with a strong text bias.

The May 1 issue of IDG World Update will include Part 2 of Hines' column, which looks at InfoWorld.com metrics and the role of the audience development specialist.

San Francisco employees relocate to 501 Second Street

Members of the IDG Management Team and Corporate Support group in San Francisco are moving from 650 California Street to new offices at 501 Second Street, where most of IDG's West Coast publishing operations already reside. New contact information is as follows:

Address:

International Data Group, Inc.
501 Second Street
Suite 120
San Francisco, CA 94107

Main phone: 415-243-4141
Fax: 415-974-7357

Direct dial:

Richard Willoughby, VP, human resources	415-974-7353
Colin Crawford, senior VP, online	415-205-3600
David Vivero, management associate	415-974-7351
Joe Jackson, management associate	415-974-7352

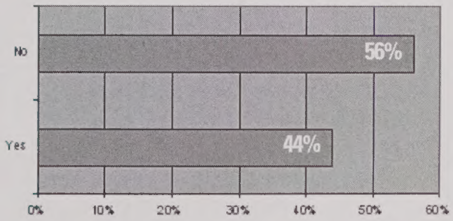
Enterprise, PC World GPSC meetings scheduled for November in Toronto; agenda input sought

IDG's Enterprise Global Product Support Center and PC World GPSC will host back-to-back meetings in Toronto this November. Both meetings will be held at the Le Royal Meridien King Edward Hotel with the Enterprise GPSC meeting taking place Nov. 12-14 and the PC World Product Line Meeting meeting running Nov. 14-16.

Both groups are seeking input from prospective attendees regarding the agenda. Anyone interested in presenting during one of the meetings and/or who has suggestions for topics to be included on the agenda is invited to contact IDG Customer Liaison **Samantha Saunders** at samantha_saunders@idg.com.au (Enterprise meeting) or PC World Senior Director of Marketing **Sandy Wong** at sandy_wong@pcworld.com (PC World meeting).

Question of the Week for April 24

Do you think confessed Al Qaeda conspirator Zacarias Moussaoui deserves the death penalty?



Log on to www.idgcentral.com to vote on this week's question: To what extent do you pay your bills online?

quick poll *for fun*

The show must go on

World Update recently asked employees about the most ususual request or incident they've had to handle during a conference or show.

Moreau

At Macworld Conference & Expo in January, one of my exhibitors came up to me frantic as her pocketbook was just stolen out of her booth seconds earlier. Subsequently, I was able to corner the thief in the men's room of the Moscone Center. The pocketbook was returned and I had to wrestle the guy out of the building and detain him until the San Francisco police came. Whew...quite an adventure.

— ***Ron Moreau**, sales manager, IDG World Expo*

Caron

I think the strangest request I received from a customer was when I was the VP of conferences at TechTarget. A sponsor who was presenting to the entire audience asked me to turn off all the lights in the ballroom for him for a "special" presentation. He did his entire presentation with a miner's helmet on. I was reluctant at first, but his talk was a huge hit, and he made many sales right on the show floor as a result!

— ***Patty Caron**, vice president, Conference Brands, IDG World Expo*

Baker

During the 2003 Macworld Conference & Expo in San Francisco, Apple told us they wanted to allow 200 invited media into their booth at 8:00 a.m. for a press briefing before the Steve Jobs keynote. A few issues complicated the request: The Apple exhibit was 28,800 sq. feet in the center of the expo hall. It was fully draped with a heavy black velour screen up to 30 feet high. And the expo hall was still in full move-in mode! The solution: **Nora Risti**, our operations manager, created an eight-foot-high drape tunnel down the center aisle to the Apple booth so the media was shielded from the rest of the show floor while move-in continued. After the briefing, the tunnel was struck, and the show opened later that day.

Risti

— ***Darrell Baker**, vice president, Event Services, IDG World Expo*

Nieburg

When I was working for a PR company in New York City I handled press events for pharmaceutical product launches. One of the press attendees actually asked me if we had doggie bags to take extra food home in. Come to find out, she was a fake press person who used to come to all of the press conferences to try to get free food. It was my first job out of college and I had no idea that this was something that happened regularly at events!

— ***Sara Evangelous Nieburg**, senior audience development manager, Network World Events & Executive Forums*

Jolley

I was managing onsite logistics for a roadshow and after a few cities the sponsor requested that I also act as MC for the event. So I told them if they would watch the registration desk, I would be their MC.

— ***Joan Jolley**, director, Operations and Custom Events, U.S. Conference Group, IDC*

Leger

Back in 1997 **Ron Milton** [now Computerworld Executive VP] and I had to expel "Jesus Christ" from our ICE [Internet Commerce Expo] event in Los Angeles. We saw a registration come in that actually got processed as a badge with this name. Then a gentleman in a beard and gown showed up — with a California driver's license with the name of "Jesus Christ." We got the call from our registration team, said a short prayer, and booted him from the Staples Center. He lost his argument for admission when he interpreted "IT" as "Individual Temptation..." (or something like that as I loosely recall...)

— ***Leo Leger**, vice president, Strategic Initiatives, Strategic Programs and Events, Computerworld*

Get World Update as a PDF

IDG employees can receive IDG World Update as a low-res PDF via e-mail every Monday. To request this service, write to world_update@idg.com.

Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

and *finally...*

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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IDG WorldUpdate

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG World Update

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WWW.IDGCENTRAL.COM

CW's Storage Networking World still growing strong

Inside this issue

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InfoWorld, Macworld take home Maggie Awards *page 2*

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IDG Switzerland sells out VoIP conference *page 4*

Quick poll: must-have items for event managers *page 8*

The most recent spring edition of Storage Networking World, held April 3-6 at the Manchester Grand Hyatt, in San Diego, Calif., was one of the largest ever, with almost 3,000 registrants. Of those, more than 1,000 were IT end users, which represented an record in the history of the 14 SNW conferences produced in the U.S. since the launch conference in 1999. The event also broke previous SNW records for sponsor revenue and the number of vendors participating.

Co-owned by Computerworld and the Storage Networking Industry Association (SNIA) and produced by Computerworld, SNW is the world's largest storage networking conference and attracts IT managers, storage architects and infrastructure professionals from around the globe. Two U.S. events are held annually. SNW will also be produced this year by licensees in Frankfurt, Beijing, Shanghai and Sydney; the Tokyo SNW took place in February.

"The sponsor revenue and vendor participant records are a significant accomplishment for the team, as SNW Fall has traditionally produced higher revenues than the spring event," said **Ann Harris**,

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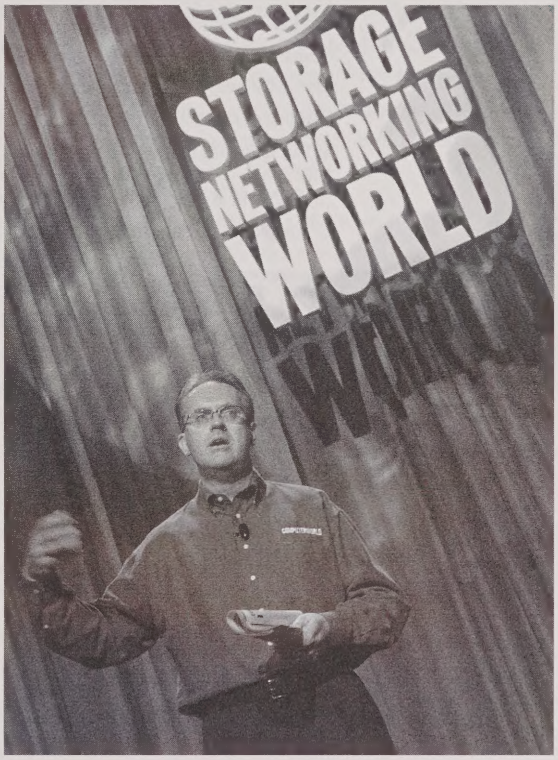


ASA MATHAT

*Computerworld Executive Vice President **Ron Milton** and his team have organized 14 Storage Networking World events in the U.S. since 1999.*

Words of note

"Another difference between online and previous media is the way technology permeates the online experience. Everyone on the team should understand the fundamentals of Web technology that define and constrain how we interact with the audience."

— InfoWorld.com VP/General Manager Virginia Hines writing in this week's One on One column

NWW editorial team seeks to balance online speed, print depth

Finding a balance between getting news online quickly and developing stories that provide context and analysis for their audiences is a central issue in the editorial departments of IDG's publishing units. While Computerworld recently announced an online-first strategy (see IDG World Update, Feb. 6, 2006), in which all of its news begins life online, with some of that copy being developed for the weekly print publication, Network World (NWW) realized more or less the same need but chose a somewhat different path.

Rather than a hard-and-fast switch to online-first, the process has been "more of an evolution involving the whole staff," according to Network World Editor-in-chief **John Dix**.

Over time NWW has emphasized posting more and more content as soon as it is available instead of holding some back for the print publication. "Getting the news out fast can enhance the number of clicks you get for a given piece. Today we publish virtually everything we have as soon as it is ready to go," Dix said. "Online is simply another delivery method."

The news team feeds both NWW's Web site and the print publication. As networking news breaks, stories are written and posted to the site http://www.networkworld.com. If a story evolves, an updated version runs the following Monday in print — "if it still warrants print coverage," Dix said.

The process can also work in the other direction. For example, Dix said NWW recently took a major secu-

continued on page 4

in brief newsworthy

IDG World Expo's SaaScon will cater to emerging software as a service market

IDG World Expo is capitalizing on the business community's growing appetite for purchasing the functionality of various software applications without the hassle of being responsible for the infrastructure, installation and maintenance of those packages. Software as a Service (SaaS), is an increasingly popular distribution model in which applications are hosted by a vendor or service provider and made available to customers over a network, typically the Internet. IDG World Expo's newest event, SaaScon, is scheduled to take place Sept. 25-26 in San Francisco and will cater to the business and IT professionals involved in this growing market.

"IDG World is in the unique position to be the first to recognize the importance and significance of what SaaS is and what its impact will be on the industry as a whole," said **Patty Caron**, vice president, conference brands. "There's no other event like this that views the industry from the perspective of the business and IT professional, and we're thrilled to be at the forefront of it."

SaaScon
The Business to Business event for Software as a Service

Citing a recent IDC SaaS study that predicts worldwide spending on SaaS will reach $10.7 billion by 2009, Caron said the inaugural SaaScon conference will focus on "Setting the Agenda for an Industry in Transition" and will feature multiple conference tracks and include topics such as:

- Hosted applications vs. on-demand
- Cost advantages of SaaS
- Understanding the licensing structure of SaaS
- SaaS technical infrastructure issues
- Integrating SaaS into an IT architecture

According to Caron, SaaS solutions are emerging to address nearly every business application need ranging from accounting and financial applications to supply chain and channel management solutions, SaaScon is intended to help business and technical professionals learn about the latest offerings from providers and how they can incorporate those offerings into their business environments. The conference will also offer real-world examples of SaaS implementations across a broad spectrum of industries.

For more information, contact Patty Caron at patty_caron@idg.com or visit http://www.saascon.com.

Request your copy of IDG World Update arrive via PDF each Monday

IDG employees may receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com and include the e-mail address to which you would like it delivered. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

InfoWorld, Macworld each take home two Maggies; along with PC World, publications captured 19 nominations

Attending last month's Maggie Awards banquet were (l-r): PC World Associate Editor ***Erik Larkin****, Macworld Editorial Director* ***Jason Snell****, PC World Senior Editor* ***Tom Mainelli****, InfoWorld Executive Managing Editor* ***Kathy Badertscher*** *and PC World Senior Editor, News* ***Yardena Arar****. Between them, the three publications had 19 finalist nominations.*

InfoWorld and Macworld each walked away with two trophies at the Western Publications Association's 55th annual Maggie Awards banquet last month.

Macworld was named the best computer magazine in the consumer category, and Editorial Director **Jason Snell** was on hand to accept the award. "It's tremendously gratifying to be recognized by the WPA's Maggie Awards," Snell said. "These awards, along with our recent Folio award, show what a great job the Macworld editorial staff is doing these days, both in print and online."

Macworld's winning June 2005 issue (http://www.macworld.com/2005/04/) featured a cover story on "Time-Saving Tips," an exclusive first look at the Adobe Creative Suite 2 and how-to guides for starting a podcast, fixing out-of-focus phototgraphs with iPhoto and troubleshooting misbehaving Macs.

Macworld's "Total Tiger" special issue earned top honors for best special theme issue in the consumer category.

InfoWorld collected awards for Best Publication Web site/Trade for InfoWorld.com, and Best Regularly Featured Web Column/Trade for Enterprise Windows by Oliver Rist.

one on one the interview

Virginia Hines

The VP/general manager of InfoWorld.com is this week's columnist. Part 1 of her column ran in the April 24 issue. Reach her at virginia_hines@infoworld.com.

Before joining InfoWorld late last year, Hines spent five years at Yahoo!, where she managed online advertising programs and services, and developed, launched, and managed Search Submit Express for Yahoo Search. Prior to joining Yahoo!, she was founding publisher of the BioInform family of bioinformatics- and genomics-related newsletters and online services. Virginia also spent 12 years in editorial management positions with the Chilton and Fairchild divisions of Capital Cities/ABC.

Q Please provide an overview of average site metrics for InfoWorld.com. What trends are you seeing? What do the site metrics tell you about the InfoWorld.com audience?

A There's a graph that really tells the story of InfoWorld.com's ups and downs over the last two years. If you plot monthly visits against page views per visit you see the visits growing (also uniques, since visits-per-unique has remained constant). However, page views per visit dropped by half in less than two years. The numbers say that somewhere along the way InfoWorld.com lost user engagement, the desire to spend time and consume page views on the site. Our strategic agenda is aimed squarely at that metric.

The key thing about page views per visit is that every gain is multiplied by total visits, which are growing. If page views per visit had stayed constant since 2004, total page views would be twice what they are today, which means we could be delivering more than double our current impressions to advertisers, not to mention the opportunity cost of disengaging hundreds of thousands of our competitors' users. That's a lot of money to leave on the table, and we're determined to fix it going forward.

Q The growing importance of online has resulted in several new job functions at most IDG media business units, for example, audience development and lead generation. Can you comment on these new functions?

A In online we have direct, measurable feedback from the audience, and that changes everything. Our challenge is to make sense of all of those numbers. Everyone in a key role on the online team must have a strong analytical skill set so they can manage the data in an intelligent and pro-active way.

Another difference between online and previous media is the way technology permeates the online experience. Everyone on the team should understand the fundamentals of Web technology that define and constrain how we interact with the audience. While roles in the online business have analogies with offline counterparts, the job descriptions are different, and that's reflected in new titles and organizational structures.

For instance, audience development adds new areas to a traditional circulator's responsibilities, such as managing SEO/SEM [search engine optimization/search engine marketing] programs. A content producer's decisions about how to obtain, select, and place information are directed by page views and click-through rates, not subjective editorial judgment.

Lead gen thrives on the intersection of the data-rich Web environment plus all the direct marketing opportunities you have online. The difference between the price of an impression vs. the price of a lead shows the discount factor applied because traditional advertising doesn't make a transparent connection between buyers and sellers. Online, you can do that much more efficiently. This new business model requires a marketing technologist with strengths in direct marketing, Web technology, data analysis and project management.

Because the online medium is so new, it's hard to find people who are well-rounded in all the necessary skills. The alternative is to fill the gap with training. Technology fluency is a hallmark of the people we need in our businesses going forward. Here's the checklist I gave my team of basic online competencies they should master:

- The ability to do your own HTML mockups. At Yahoo! we had to communicate with HTML mockups, and that exercise gave me a lot of insight into the online medium and the vast potential beyond a static text page.
- Complementing that, at least a basic mastery of HTML.
- The same proficiency in XML, given how critical feeds are becoming as a means to ship content into and out of Web pages.
- Advanced Excel skills, covering all the functions in the Tools and Data menus.
- Ability to use Access both as a database platform and to do data analysis beyond the capabilities of Excel (e.g., more than 65,000 records).

Q What Web sites do you think are particularly effective?

A One of my favorites is China Radio International, http://en.chinabroadcast.cn/. They do a great job of exposing lots of news content in a clean, organized way that mixes breaking news, features and multimedia content, all above the fold. I like CNN, too. It's critical to look beyond other print examples when you're strategizing your online presence: that's too safe! We really need to make a big leap in our vision of where we want to take these media businesses online.

Coming up

The 2006 CIO Leadership Conference
May 8-10
Cambridge, MA
http://www.cio.com

Computerworld IT Management Summit
May 10
Chicago
www.itmanagementsummit.com

Computerworld IT Management Summit
May 11
New York
www.itmanagementsummit.com

Grid World
May 11-12
Tokyo
http://www.idg.co.jp/english

LinuxWorld Summit 2006
May 15-16
Milan, Italy
http://www.linuxworldsummit.it

Syndicate Conference
May 16 -17
New York City
http://www.idgworldexpo.com

Banking Vietnam
May 17-19
Hanoi
Vietnam
http://www.idg.com.vn

Computerworld Mobile & Wireless World
May 22-24
Orlando, FL
www.mwwusa.com

Computerworld IT Leaders Regional Summit
May 25
Orlando, FL
http://www.computerworld.com

International Software & Game Festival
May 25-28
Hanoi
Vietnam
http://www.idg.com.vn

The Computerworld Honors Program
June 5
Washington, D.C.
http://www.cwhonors.org

IDG Switzerland's conference portfolio includes VoIP

IDG Switzerland sold out its first Computerworld Conference on Voice over IP, held March 30 in Zurich, which drew 188 IT and communication professionals from Swiss companies and public authorities. The majority paid 350 Swiss francs (US$275) to attend, while 48 were guests of the seven partner companies.

Sponsors included Swisscom, Cisco, Innovaphone, Nortel and green.ch, a leading local Internet provider. All had small display areas, as did two exhibition partners.

The program included presentations from several outside speakers, including one vendor representative, and case studies from the retail, paper and fashion industries. Computerworld Schweiz Editor-in-chief **Fredy Haag** hosted the program.

The conference, rated an average of four out of five possible points by attendees, generated close to $150,000 in addition revenues.

Computerworld

***Fredy Haag**, editor-in-chief, Computerworld Schweiz (far right) moderated a panel with Niklaus Blaser, Swisscom Solutions; Peter Weisskopf, Coop; and Dr. Anatol Badach, Technology Institute, Germany.*

Conferences on RFID and mobile and wireless will round out the FY06 agenda; quarterly events are planned for FY07.

Contact Marketing Director Cornelia Brunschwiler at cornelia.brunschwiler@idg.ch. WU

Network World

continued from page 1

rity-test piece and rather than simply running the same version online as it had in print, "chopped it all up and delivered it in chunks with a navigation scheme that was optimized for consumption on the Web. While that required a lot more work, the reward was a huge number of clicks."

NWW hasn't morphed into a wire service, Dix said. "Our goal is still to synthesize industry developments for technology decision makers." He acknowledged it is difficult to shift a weekly news organization to more of a daily mindset, despite the latter's competitive advantages. "Luckily, some of our folks used to work for dailies," he noted. "We are constantly talking about what works and how we can do better."

According to Dix, the biggest change with emphasizing online is dealing with accountability. "Everyone used to be able to throw content over the wall and sit back and relax, not knowing whether their stories were hitting the mark or making a difference or not. Today our feedback tool — we use the Web-based HitBox — shows whose stories are pulling [readers], and that makes for a different environment. Everyone has been trained to use it and has access to it, but I don't think it has become religion yet; with time we hope to make it so."

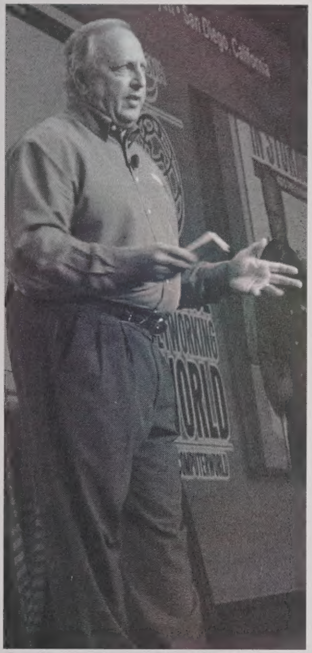
NWW is also investigating ways to keep its readers on the site by building online communities. One method involves "seeding topics," by which questions on current industry matters are posted on the site in order to provoke reader conversations. Another is "online showdowns" in which a handful of vendors are invited to participate in an online debate with a NWW reporter and an outside expert, after which readers are invited to weigh in. (For an online showdown on application acceleration, go to http://www.networkworld.com/community/?q=acceleration.)

ERIC CORMIER

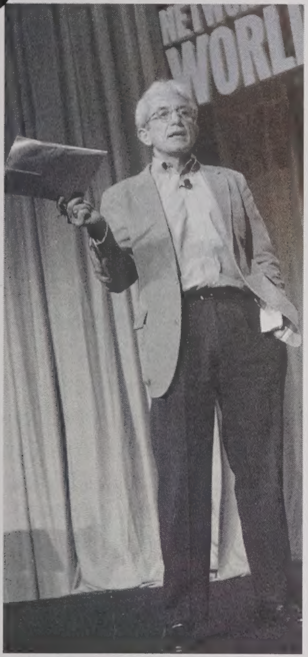
*(L-R): **Tom Norton,** design director; **Adam Gaffin**, executive editor, Online; **Bob Brown,** executive news editor; and **Ryan Francis,** managing editor.*

While traffic is up "dramatically," Dix said the Southborough, Mass.-based publication is "still trying to find that balancing point where you get news out fast but also deliver content that is most helpful and/or meaningful for the audience. That isn't an exact science yet. We have lots more experimentation and refinement in our future."

For more information contact John Dix at jdix@nww.com. WU



***Leo Leger**, vice president/Strategic Initiatives at Computerworld, addresses the crowd.*



*Computerworld Editor-in-Chief **Don Tennant** participated in the conference program.*

SNW

continued from page 1

COMPUTERWORLD
STORAGE NETWORKING

*Computerworld and SNIA partners salute their latest SNW success story. (Back. l-r); Vincent Franceschini, SNIA board member; **Ron Milton**, executive vice president, Computerworld; **Rick Ciliberto**, facilities director; **Michelle Remeny**, web development specialist; **Jean Lee**, custom event specialist; **Duncan Newell**, senior marketing specialist; **Amy McLellan**, business development specialist; **Josh Ryan**, customer service coordinator; **Chris Johnson**, event operations manager; **Ann Harris**, senior director, event sponsorship sales; **Michael Meleedy**, director, event management; **Leo Leger**, vice president, Strategic Initiative; **Nancy Felsheim**, conference manager. (Front) **Kelly McGill**, executive assistant to the EVP & executive programs specialist; **Shari Ebb**, audience development coordinator; Mike Mutrie, Mutrie Systems; **Timothy Johnson**, marketing manager; S.W. Worth, SNIA board member.*

senior director, Event Sponsorship Sales. "Key factors in this Spring's sales performance included sponsors' enthusiasm for the new venue, as well as our adding additional 'feet on the street' in the form of **Amy McLellan**, business development specialist, who joined our Strategic Program and Events team in late 2005."

SNW Spring drew 130 exhibitors and sponsors and featured 150 speakers, among them Greg Brandeau, vice president of technology, Pixar Animation Studios; Jerry Bartlett, chief information officer, TD Ameritrade; Aber Whitcomb, chief technical officer, MySpace; and technology pundit and venture advisor Geoffrey Moore, author of "Dealing with Darwin," Crossing the Chasm" and "Inside the Tornado."

Platinum-level sponsors have the option to host partner pavilions that include companies whose products and services complement the sponsors'. Microsoft this year took double the typical partner pavilion space for its 19 partner companies and used SNW as the venue to announce a major new product for its Windows Storage Server 2003 Release 2.

The educational aspect of SNW is a major draw for attendees. "We see SNW as an opportunity to learn about new technologies and gain ideas — to look outside the box," said Ken Black, global storage architect, Yahoo! "SNW gives us the chance to get all the technologies in one spot so that we can evaluate them."

As it has for the past few years, IDC hosted a briefing session during SNW, this year featuring 11 analysts and held on the first day of the conference.

Following the briefing, the popular "Speed Dating with IDC" event took place, which enabled vendor representatives and end users to meet with 15 IDC storage analysts. Attendees registered for a maximum of eight 15-minute meetings with analysts. Each analyst was assigned to a table, and every 15 minutes a bell rang and participants moved on to the next table.

According to IDC Market Development Manager **Pennie Robinson**, the event has been so well-received during the last four SNWs that IDC may consider trying the format at other events.

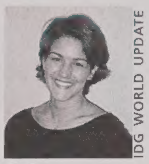
"Storage Networking World continues to enjoy resilience in the face of daunting market changes across the technology landscape," said **Derek Hulitzky**, VP, Event Marketing & Conference Programs."Contemporary, hard-hitting content that attracts large-budget end-users who populate a very busy expo continues to drive the winning formula for this conference."

Computerworld and SNIA announced the honorees and finalists for its twice-yearly Best Practices in Storage Awards during a gala dinner and awards ceremony on the final evening of the event. For a list of honorees and recipients, go to http://www.snwusa.com/bpresults2006.html.

SNW Fall will be held Oct. 31–Nov. 3 in Orlando, Fla. Go to http://www.snwusa.com or contact derek_hulitzky@computerworld.com.

noteworthy people

New employees

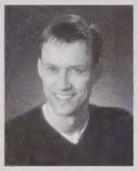

Cale
IDG WORLD UPDATE

IDG Connect Database Developer **Marlen Cale** is working on the IDG/U.S. customer database at the IDG International Publishing Services offices in Boston. She recently handled Microsoft SQL Server development and administration at a division of The Hartford insurance company. She earned a B.S. in business administration, with a concentration in MIS, from the University of Connecticut. Outside the office she enjoys traveling and playing kickball; her team was a semi-finalist in the World Adult Kickball Association tournament in Washington, D.C., last year. *marlen_cale@idg.com*

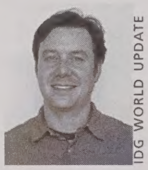
Burton
PETER SHORT

Compensation and Project Manager **George Burton** comes to IDC Framingham from TK Human Resource Services where he was a senior consultant developing compensation programs, analyzing employee benefits and managing a payroll system installation. He holds a B.A. in international relations from Brown University in Providence, R.I., and an M.B.A. from Babson College in Wellesley. Mass. An adjunct instructor at Boston's Northeastern University for continuing education classes in human resources, he also enjoys running and spending time with his wife and two daughters. *gburton@idc.com*

Senior Account Executive **Craig Denning** comes to IDC's Government Insights group with 15 years of sales and business development experience with government accounts, including U.S. Federal government, Giga Information Group, Forrester Research, Lockheed Martin Federal Systems and various software vendors. He holds a B.A. in communications and marketing from Rowan University in Glassboro, N.J., and is currently taking courses at the University of Maryland. With a "strong musical background," he plays a variety of instruments and also enjoys golf and all types of auto racing, Formula 1 and Indy Cars in particular. *cdenning@government-insights.com*


Bibby

Previously a partner development manager with Microsoft Canada, **Darren Bibby** joins IDC Canada as a senior analyst, Global Software Sales Channels and will provide analysis and insight into the relationship dynamics between software vendors and their channel partners. He holds a B.A. in business administration from Wilfrid Laurier University, Waterloo, Ontario, and enjoys soccer, basketball and tennis and is a "fledgling guitar player." *dbibby@idc.com*


Suesz
IDG WORLD UPDATE

After working as a freelance editor, writer and designer for the last five years, **Eric Suesz** joins Macworld as an associate editor. ("I've been a reader and subscriber of Macworld for years, and I never expected that I would get a job working for a publication I actually read from cover to cover.") He has also worked at The Recorder, a San Francisco daily legal newspaper, as assistant editor for production. A graduate of the University of Georgia in Athens, Ga., he holds a B.A. in English. Outside the office, he has three main pursuits: "I chase my five-year-old son around the playground when I am 'it;' I try to soak up as much art, literature, and music as possible; and I spend the remainder of my time thinking about – and cooking – food." *esuesz@macworld.com*

Network World has hired **Sherri Klein** as a client services manager with its Strategic Growth and Development team. She was previously an account services manager with M/C Communications and also spent two years in London working for Monster.com. She earned a B.A. in advertising/public relations from Westfield (Mass.) State College and enjoys spending time with friends and family, including her son who recently turned one. *sklein@nww.com*

Layng

InfoWorld has hired **Katie Layng** as a sales associate; she was previously an assistant media planner with Carat where she worked on media campaigns for Amp'd Mobile, TiVo and Network Appliance. She holds a B.A. in American studies and anthropology and sociology from Lafayette College in Easton, Pa., and enjoys skiing and lacrosse. *katie_layng@infoworld.com*

Toffoloni
PETER SHORT

Kathy Toffoloni is the new office manager at the IDG Corporate Services Group in Framingham, Mass., coming from Modern Continental Construction Co., Inc. where she held a similar title. She holds an associate's degree in business administration from Boston's Northeastern University and like skiing and other outdoor activities. *kathy_toffoloni@idg.com*

Network World has hired **Caroline Keough** as an event planner. She was previously a meeting planner with the Institute for Healthcare Improvement and holds a B.A. in psychology from the University of Virginia in Charlottesville. In her free time she enjoys fixing up and decorating her new home. *ckeough@nww.com*

Returning employees

Wang
IDG WORLD UPDATE

Network/Systems Administrator **John Wang** comes to PC World from his role at DHAP, a digital consulting firm, where he was Web operations support, managing deployment of new applications and infrastructure changes. Previously a network administrator with IDG Global Communications, he holds an associate's degree in electronics from Heald College in San Francisco. A "sports junkie," John is the proud father of two sons. *john_wang@pcworld.com*

Sharon Fisher is Computerworld's new senior writer, Storage. She was previously a research director with Gartner, Inc., and was a senior editor with InfoWorld from 1985 to 1988. She holds a B.S. in computer science from Rensselaer Polytechnic Institute in Troy, N.Y., and is currently working toward an M.A. in public administration at Boise (Idaho) State University. She recently served as an intern with the Idaho state legislature helping with Medicaid reform. *sharon_fisher@computerworld.co*

Send Noteworthy information to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Marc Guillaumot *IDG France*
Diane LaLumiere *IDC*

17
Basilio Rodriguez *IDG Spain*

15
Mandie Johnson *Macworld U.K.*
Agnes Héjjas *IDG Hungary*

14
Kimberly Brinson *PC World*
York von Heimburg *IDG Germany*
Kira Pointer *IDC Australia*

13
Malgorzata Brudniak *IDG Poland*

12
Maria Nieves Santana *IDG Spain*

11
aren Smalarz *IDG*
Urs Flückiger *IDG Switzerland*
Jeroen den Haan *IDG Netherlands*

10
Georges Pretat *IDG France*
Cornelia Neft *IDG Germany*
James Wescott *IDC Canada*
Julie Ross *IDC Canada*

9
Natale Russo *IDG Entertainment*
Pär Rittsel *IDG Sweden*
Robert Amatruda *IDC*

8
Ulrike Jonsson *IDG Sweden*
Joe Greene *IDC Canada*

7
Maria Zhang *IDG China*
Claire Labrousse *IDG France*
Jacek Osiadacz *IDG Poland*
Teréz Berényi *IDG Hungary*
James Nagle *IDC*
Veronica Trotto *Network World*
Allan Holmes *CXO Media*

6
Sofia Jansson *IDG Sweden*
Masatoshi Ono *IDG Japan*
Atsuo Yamamoto *IDG Japan*
nne Marie Abissegue *IDC France*
Daniela Braun *IDG Brazil*
Rob Hailstone *IDC U.K.*
Dagmar Schuetze *IDG Germany*
Annette Kniffler *IDG Germany*
Ana Maria Segura *IDG Spain*
Santiago Carro *IDG Spain*
Fernando Muñoz *IDG Spain*
Mae Lee *IDC Singapore*

5
Tomas Gilså *IDG Sweden*
Woody Swarte *IDG Netherlands*
Cheryl Patfield *IT World Canada*
Merete Obæk *IDG Denmark*

4
Derek Butcher *InfoWorld*
Mascha Ringers *IDG Netherlands*
Jarek Smulski *IDC Poland*
Andrzej Jarosz *IDC Poland*
Marek Marszycki *IDG Poland*
Robert Vanglo *IDG Denmark*
Sue-Lin Lim *IDC Malaysia*
Deb Thompson *Connell Communications*
John Blau *IDG News Service*

3
Per Torberger *IDG Sweden*
Linda Grier *IDC U.K.*
Uwe Miethe *IDG Germany*
Benedetta Schroth *IDG Germany*
Eniko Vass *IDG Hungary*
Alicia Fuce *IDC*
Stephen Elliot *IDC*

2
Patrick Gustavsson *IDG Sweden*
Thomas Nauckhoff *IDG Sweden*
Daniel dos Santos Filho *IDG Brazil*
Luiza Dalmazo *IDG Brazil*
Bettina Schwarz *IDG Germany*
Rene Heuser *IDG Germany*
Maria Ruiz *IDG Spain*
Katarzyna Blasiak *IDG Poland*
Stephen Loynd *IDC*
Lynn Holmlund *CXO Media*
Christine Hopkins *CXO Media*

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Lee Ann Baldwin *PC World*
Marc Boersma *IDG Netherlands*
Michiel Kroder *IDG Netherlands*
Sascha Lautenschlaeger *IDG Germany*
Jørgen Nimb *IDG Denmark*
Melissa Fremeijer *IDC Singapore*
Timothy Crowley *IDC*
Christina Richmond *IDC*
Steven Clough *IDC*
John Ruscica *IDC*
Michelle Dennis *IDC*

Computerworld's Tom Hoffman serves as master of ceremonies at IT financial management awards program

The 4th Annual
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April 3-6, 2006
IT FINANCIAL
NAGEMENT
ices
Special

***Tom Hoffman**, left, presents Ernie Neilsen, managing director, Enterprise Project Management at Brigham Young University, with his award for Best IT Governance Structure at last month's IT Financial Management Excellence Awards.*

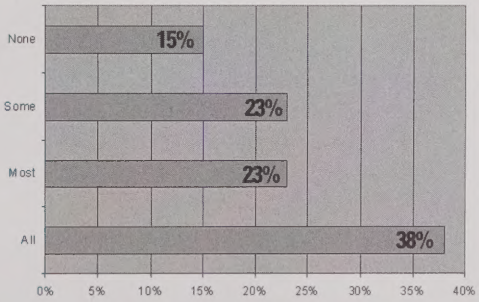
Computerworld National Correspondent **Tom Hoffman** recently served as the master of ceremonies for the 2006 IT Financial Management Excellence Awards, hosted by the International Quality & Productivity Center in New York.

The awards ceremony took place during the IT Financial Management Week 2006 Summit, which was held at the Wyndham Miami Beach Resort April 3-6. The awards recognized achievement among IT leaders in areas such as IT portfolio management, project management and IT governance.

In addition to emceeing the awards ceremony, Hoffman also moderated a track of discussions on chargeback and shared services issues at the conference and spoke on an editorial panel regarding the top IT financial management challenges that IT leaders are currently facing.

Question of the Week for April 24

To what extent do you pay your bills online?



Log on to www.idgcentral.com to vote on this week's question: How do you record your favorite TV programs?

off line for fun

Must-have event items

IDG World Update surveyed event professionals to find out what items — unusual or otherwise — they make sure they have either in the event office or on the show floor.

Valentine

I learned the hard way that one should always travel with an extra pair of black shoes during an event. At IT Roadmap Boston (which happened to be my first event), while walking through the hotel lobby at 6:30 a.m., the heel of my shoe snapped off and I did not have a replacement pair! I managed, but now know to bring an extra pair for emergency use.

— ***Cassandra Valentine**, event registrar & customer service manager, Network World Events & Executive Forums*

Remeny

My stash of Airborne; it's a must for keeping my immune system strong when I travel! It's an effervescent tablet that should be taken at the first sign of a cold or before entering crowded environments. It's got a ton of vitamin C and many other vitamins and minerals. (My personal preference is 'Zesty Orange,' as it tastes like orange soda).

— ***Michelle Remeny**, web development specialist, Strategic Programs & Events, Computerworld*

Leger

A set of brochures for our upcoming events. It is so opportune to segue a conversation with a satisfied sponsor/exhibitor of an event "in play" to a "...if you like this conference, you should see what we do for...(next several Computerworld-produced programs)" discussion."

— ***Leo Leger**, VP, Strategic Initiatives, Strategic Programs and Events, Computerworld*

Jolley

Conference planners have to be prepared for any onsite need, so our supply treasure chest is vast (and crucial to solving problems quickly). One item that always gets a smile from our attendees is glue dots — ¼ inch rounds of glue, similar to those that hold a new credit card to the mailer, or a store gift-card to the display card. These valuable adhesives come in handy for a myriad of last-minute arts and crafts projects such as changing/posting signs, holding analyst one-on-one signup sheets to the table, and securing place cards for guests attending seated luncheons or dinners.

— ***Joan Jolley**, director, Operations and Custom Events, U.S. Conference Group, IDC*

Nieburg

My toothbrush and toothpaste. There's nothing like talking to an attendee and having them back away because you have garlic breath from that Caesar salad!

— ***Sara Evangelous Nieburg**, senior audience development manager Network World Events & Executive Forum*

Dennis

Dinner chimes. When trying to get people back in the session room after a break or lunch time, it is usually so hard to let them know the next session is about to start. But with the these, I simply ding the chimes and people move. They actually all really like them and always comment on them. I have even had a client ask if he could ding them the next time there was a break, I said sure and he did; he told me it really made his day.

— ***Michelle Dennis**, operations specialist, U.S. Conference Group, IDC*

Hindmarsh

For me it's all about foot care products, blister care/Band-Aids and a couple changes of shoes. Your feet take a beating on the cement floors in the convention centers.

— ***Sarah Hindmarsh**, marketing manager, IDG World Expo*

Martay

Don't go anywhere without a Sharpie marker and a pen. People hit you up with the most random — and usually urgent — requests as you're walking the floor. Always take notes so you don't forget. It's so easy to get side-tracked with other things, and the last thing you want to do is leave a sponsor waiting in the wings.

— ***Jill Martay**, director of events, InfoWorld*

Baker

A copy of the venue contract just in case there are some disagreements. A box cutter, shoe inserts to save your feet and a cell phone charger.

— ***Darrell Baker**, vice president, Event Services, IDG World Expo*

See this article on www.idgcentral.com for more contributions.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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IDG launches auction-based advertising marketplace

TechWords lets clients bid on contextually relevant ad placement

IDG has become the first IT media company to launch a keyword-based advertising auction platform across its network of U.S. enterprise Web sites. Using Quigo's AdSonar platform, IDG's TechWords program allows advertisers to bid on keywords as well as placement within six IDG sites including cio.com, computerworld.com, csoonline.com, infoworld.com, javaworld.com and networkworld.com.

techwords
The IT Keyword Marketplace from IDG

TechWords ads will appear alongside contextually relevant news stories and other content on the six sites as well as in search results on each site, according to IDG SVP Online **Colin Crawford**. Advertisers may also choose to bid for placement on specific, single, high-traffic premium pages including sites' home pages, Crawford said. Collectively, the six sites have approximately 5.5 million unique visitors per month.

"We expect that many TechWords advertisers will be new to IDG and its media brands, so this program could substantially widen our advertiser base," Crawford said. "We also expect to grow our existing print and CPM advertisers' current level of spending by introducing them to TechWords and showing them how it can enhance their overall marketing campaigns," he added.

Ads are billed on a cost-per-click basis meaning that

continued on page 6

Global Media Institute focuses on growing IDG's business

Twenty-two senior managers from 18 IDG business units in five countries spent a week last month in Cambridge, Mass., for the annual IDG Global Media Institute (GMI).

LAURIE BUTSON

The Global Media Institute Class of '06. (Front, l-r): ***Laura Nurzynski****, IDC;* ***Nancy Newkirk****, IDG;* ***Piper Sheer****, IDG;* ***Nely Yolovska****, IDG Bulgaria;* ***Bob Huseby****, IDG Entertainment;* ***Jozsef Szigetvari****, IDG Hungary;* ***Stephen Graham****, IDC;* ***Kate Coldwell****, PC World;* ***Virginia Hines****, InfoWorld. (Second row, l-r):* ***Bob Melk****, CXO Media;* ***Susan Cardoza****, Network World;* ***Connie Johnson****, IDG Connect;* ***Howard Sholkin****, IDG Corporate Communications. (Back, l-r):* ***Derek Butcher****, InfoWorld;* ***Dick Blouin****, IDG World Expo;* ***Verner Bager****, IDG Denmark;* ***Janet Ryan****, Mac Publishing;* ***Susan Green****, PC World;* ***Colwyn Munro****, IDG Global Solutions EMEA;* ***Matthew Yorke****, IDG Corporate Sales;* ***Jim Alla****, CXO Media;* ***Martha Connors****, Computerworld.*

GMI's mission is to help participants develop a deeper awareness of the strategic issues and leadership challenges facing IDG, more sensitivity to the importance of IDG's culture, stronger professional relationships with their peers and enhanced management and leadership skills.

Developed by the IDG Training & Development staff, in concert with senior management, business unit leaders and past participants, the agenda is shaped to reflect the current business environment and key concerns and opportunities facing senior IDG leadership. This year's focus was on how to continue to grow and transition IDG's business.

Among the topics covered were community and audience engagement, editorial evolution in an online world, mobile and wireless Internet content, leadership, events and business development, and collaboration at IDG. Most presenters were IDG senior managers and executives (see sidebar, p. 5). External speakers included Michael Zimbalist, The New

continued on page 5

newsworthy in brief

IDG named to Boston Business Journal's list of Best Places to Work

For the second consecutive year, IDG has been named to the Boston Business Journal's annual Best Places to Work listing. The award, now in its fourth year, recognizes companies in the greater Boston area that have created positive work environments that attract and retain employees.

Companies are chosen for this honor based on the results of an online survey conducted by the Boston Business Journal among each company's employees. Almost 300 employees — or close to one-third of IDG's Boston-area work force — responded. The survey addresses factors such as pride in the company; company encouragement, support and recognition of achievement; and relationships with co-workers and supervisors.

More than 300 companies were considered for this year's listing, but only 80 were selected (20 companies in each of four categories based on company size). IDG earned recognition in the Large Company (more than 500 employees) category.

The 80 honorees were listed in the April 28-May 4 issue of the Boston Business Journal. The final first through 20th ranking in each size category will be announced during a breakfast celebration June 22 at the Sheraton Boston Hotel. All 80 winners will be featured in a special section of the June 23 Boston Business Journal.

For more information, contact IDG Director of Corporate Communications ***Howie Sholkin*** *at howard_sholkin@idg.com.*

Financial Insights launches FinTech Asia in Bangkok

Financial Insights brought together more than 500 attendees, partners and speakers at its inaugural FinTech Asia 2006 held in Bangkok, Thailand in late March. FinTech Asia 2006, incorporating the Asia Financial Technology Congress 2006 and FinTech Showcase 2006, included more than 400 senior bankers and regulators from 10 countries who came to hear an international lineup of speakers and panelists discuss the most pressing issues pertaining to the creation and implementation of an effective technology strategy in the financial services sector.

Financial Insights COO ***Michon Schenck*** *welcomed attendees to the inaugural FinTech Asia.*

Speakers at the two-day congress included **Michon Schenck**, chief operating officer of Financial Insights, who welcomed the delegates to the congress with her presentation on "The New Frontier — The Three C's in the New Millennium." Analysts from the Financial Insights Asia/Pacific team, including Managing Director **Cyrus Daruwala**; **Michael Araneta**, senior manager, IT Benchmarking Advisory Service; **Li-May Chew**, senior manager, AP Capital Markets Advisory Service; and **Douglas Jaffe**, associate director, Banking Advisory Service; also presented their research findings for the region and their forecasts for 2006 for the industry.

Maggie Scarborough, research manager, and **Jeanne Capachin**, research VP from Financial Insights' Banking Practice, co-presented their sessions with key partners, Silverlake and SAP. **Patrick Chan**, research director for IDC Asia/Pacific's Emerging Technologies, worked with partner BEA to address "Hype or Hope: The E-Business Proposition and Other Emerging Technologies." IDC's Senior VP, International Business Units, **Philippe de Marcillac** also gave a brief outlook of the industry at the congress.

The integration of business and IT within financial institutions has brought with it a growing appreciation for the strategic importance of financial technology, Daruwala noted, adding that today, all aspects of a financial institution are reliant upon some form of technology, from customer service to risk management to product development and rollout. Integrating delivery channels, business continuity and back-end settlement systems all depend on technology and sophisticated business processes. Themed "Bridging the Business and Technology Divide," the agenda for the Asia FinTech Congress 2006 was developed to focus on the business strategies and technology best practices that will let financial institutions achieve their business objectives, save costs and increase profitability, he said.

Organized by Financial Insights, FinTech Asia 2006 attracted a total of 14 partners and 10 exhibitors for the FinTech Showcase. These were primarily technology vendors targeting the financial services industry. IBM and Silverlake were the Principal Partners with SAP and HP serving as Premier Partners.

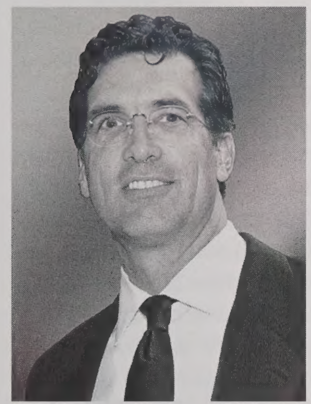
"The success of FinTech Asia 2006 is due to the fact that we are a research firm with a significant on-ground presence of five analysts and the experience to understand the nuances of business and technology developments," Daruwala said. "Bankers and service providers talk to us on a daily basis and discuss technology, operational and business issues and, hence, it is easier for us to capture these and create an unbiased discussion platform."

Financial Insights Asia/Pacific Managing Director ***Cyrus Daruwala*** *attributed FinTech's success to the company's on-ground presence in the market.*

Go to http://www.financial-insights.com/FI/events/FTA06/index.html or contact Program Manager **Annie Wong** at anniewong@financial-insights.com.

one on one
the interview

Matthew Sweeney
The president, publisher and CEO of Computerworld Inc. is this week's columnist. Reach him at matthew_sweeney@computerworld.com.



Named to his current post in July 2005, Matt Sweeney oversees all departments at Computerworld, including sales, editorial, marketing, events and online.

He was previously executive vice president and publisher, leading Computerworld's national sales efforts for two-and-a-half years through a period of tremendous revenue growth.

Prior to coming to Computerworld, Sweeney held a number of executive positions in IT publishing, including national associate publisher of Ziff Davis' CIO Insight magazine, associate publisher/East at PC Magazine and publisher/vice president of sales at IDG's Macworld magazine.

Sweeney holds a bachelor's degree in marketing from Merrimack College in North Andover, Mass.

Q How is Computerworld doing in its effort to rebalance its revenue mix to reflect a higher percentage of non-print revenue?

A Just five years ago, roughly 75% of Computerworld's revenue was from print and only about 10% from online and 15% from events. This dependence on print put Computerworld in a vulnerable position as a negative shift with a major advertiser in a quarter could have a devastating impact on overall numbers. Over the past five years Computerworld has been able to shift from a print publication with ancillary online and events businesses to being a truly integrated information provider with three vibrant product lines. This year our print business will be roughly 42% of total revenue with online at about 29% and events at 28%.

Q Computerworld is about to launch a major redesign of its Web site. What were the key goals of this redesign, and what will be the most significant differences for visitors and marketers?

A First, I should point out that it is not a redesign but really a "re-architecting" of the site. The overall goal of the project was to build a site that would scale to the aggressive online revenue growth we have planned. More specifically, however, there were three goals that actually benefit both visitors and marketers. The first goal was to better structure the site to get IT news to our visitors before any other site. We want our visitors to continue to come to us first for IT news — this also means advertisers are reaching an information-hungry, engaged audience. A second goal was to make the site deeper with information from non-Computerworld sources. At the current time, roughly 60% of content is from Computerworld and the rest is from partners, vendors and the users themselves. The enhanced site threads more third-party content into each page, which is a great benefit for marketers trying to get their content in front of our audience. A third goal was to make a memorable impact on users — you'll see we do this both in the bold use of color and navigational improvements so users are clear where they are on the site and what they want to glean from Computerworld.com.

Q Which Internet technology areas will Computerworld be investing most heavily in over the next six to 12 months?

A Computerworld's webcast business is a major area of focus. This year we hired a dedicated webcast producer and have made key technology investments that have helped us grow our webcast business by 122% over last year. We've also launched a series of podcasts and invested heavily in moving our RSS and blog capabilities forward. We know the growth is rapid in this area based on what our competitors are doing, so we are taking a proactive approach to investing in these technologies

Q What will the print edition of Computerworld look like five years from now?

A While online has eclipsed print as the first place our audience goes to read about IT news, print remains the preference for feature-length analysis of IT news and issues. Computerworld print will evolve so it is even more closely linked with the site and complements it. Certainly with the rise of postage, printing, and paper costs, the way we deliver print may change at some point down the line, but the type of information we deliver in print today will always be necessary.

Q How do you approach the decision about what is the appropriate level of investment in online media?

A As with anything, I think you need to start with where you want to be and work backwards. We have very high expectations of where we want to take Computerworld online in the next five years. Once we sketched out a ramp of growth, we aligned that growth with the appropriate associated investments. We then make investments necessary for this aggressive growth but always temper it with realistic expectations of what revenue, traffic or brand equity we'll get in return.

Q Has Computerworld reorganized its sales staff to reflect a more integrated approach to print/online/event sales?

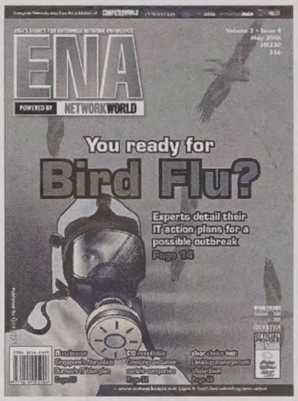
A The formula we currently have is working very well. We continue to have a field sales team selling print, online, and events and have product line specialists in both online and events. The key is getting these teams to work together — by field reps utilizing the online and event experts to build a powerful, integrated package for their client. We have also built a dedicated inside sales team focused on accounts outside of our top 100. This new team is managed by **Sean Weglage** and under his direction has done a tremendous job of driving business from "B"- and "C"-level accounts, prospecting new business and cultivating many integrated programs with the field sales team.

continued on page 4

Hong Kong licensee signs deal for Network World title

IDG's publishing partner in Hong Kong, Questex Asia, relaunched its APAC networking title, Enterprise Networks Asia, as "ENA Powered By Network World," in April 2006 with the licensing of Network World content. The company plans to rebrand the title as Network World Asia on or before the Jan./Feb. 2007 issue.

The controlled circulation, English-language ENA is distributed to 16,380 readers across Asia, more than any Asia-Pacific regional title of its kind. According to Publisher **Jonathan Bigelow**, it is the only pan-Asian IT title that reaches 12 countries in the Asia/Pacific region with 47%, or 7,764 readers, in Hong Kong/Singapore, and an additional 53% in the rest of Asia including India, Malaysia, Thailand, China, Korea, Indonesia, Taiwan, the Philippines, Vietnam and Australia.


ENA
POWERED BY NETWORKWORLD
You ready for
Bird Flu?
Experts detail their IT action plans for a possible outbreak
Page 14

The April and May issues of ENA have had 52 and 56 pages, respectively, with 16 ad pages in each issue.

ENA's readers are approximately 30% CIOs and 70% other IT influencers. Bigelow said the while the publication's main competitors are magazines targeted at the CIO space such as Fairfax's MIS and Questex's Enterprise Innovation magazine, none are as technical or as focused on IT strategists as ENA.

"Asia does not have as defined a CIO space as the U.S. or Europe, so there will always be more overlap," he explained. "We are more technical and talk to network managers, systems integrators, network designers and developers far more than any publication in Asia. We were very keen to take on the Clear Choice Test articles from Network World to further differentiate our publication, and they are now a regular feature."

An average of 900 additional copies are printed each month for distribution at various industry events. Questex has signed a Regional Partner Publication agreement with IDC, making ENA the only regional magazine distributed at its seminar series, and the publication is also the official media title at more than 50 other APAC events. In June alone, an additional 2,000 copies will be distributed at CommunicAsia (Singapore), Linux Forum Asia (Hong Kong), and IDC's Enterprise Integration Conference in Bangkok, Sydney and Singapore.

ENA is published 11 times a year with a combined January/February issue, an annual IP Communications supplement and a bi-monthly SMBTech sister publication starting from July 2007.

Questex also publishes Computerworld Hong Kong under license to IDG.

For more details write to Jonathan Bigelow at jbigelow@questex.com.

ENA online

Enterprise Networks Asia is available online at http://www.networksasia.net. It offers the region's only Live Webinar series, which began in March with a Webinar in conjunction with HP Procurve Networking. Interested users can still view the Webinar, which looks at the product's Adaptive Edge Architecture, on an on-demand basis. Questex guarantees a minimum of 100 attendees at its Live Webinar events

ENA also offers a three-times-weekly ENA newsletter and will launch a weekly security newsletter in mid-May. The company plans a storage newsletter in June and a weekly SMB newsletter in July that will align with SMB Tech, a magazine with a circulation of 10,500 to readers in ASEAN [Association of Southeast Asian Nations] countries (i.e., Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.)

One on one

continued from page 3

Q How has the job of the typical journalist changed at Computerworld from what it was, say, three years ago?

A Not so long ago, our reporters wrote articles for print and passed on selected stories to online editors to post on Computerworld.com. In the past year we made a major editorial shift in how we manage our news. Our beat reporters are now focused on breaking news online first and then work with print editors to repackage this content for print. This is an entirely new model — a complete departure from our previous one. I am proud to say, with [Editor-in-chief] **Don Tennant**'s leadership, it has been embraced by the entire editorial team and put us ahead of our competition.

Q Generating qualified leads for customers is clearly a priority for today's media publishers. Is it too early to begin wondering what customers will be looking for next?

A We're already seeing the next thing for many customers will be to look beyond just the quantity of the leads they get to examine whether the leads they get are just prospects or are truly qualified leads. The good news is that they are willing to pay a significant premium for a qualified lead. We've found that driving leads organically by threading a vendor's white paper or webcast into the site so it appears adjacent to content on the same topic is the optimum delivery method. While e-mail blasts or search engine placements are also methods vendors can use to drive registrations, organic leads tend to be much more focused. A recent Computerworld research study confirmed that IT influencers are most likely to register for white papers and webcasts when they appear in contextually relevant areas on an IT Web site. Moving ahead, we see clients becoming more interested in the source of their leads and how that results in higher quality.

May 8, 2006

Online Editorial Director (CXO)

CXO Media, Inc. is seeking a highly experienced Online Editorial Director to be responsible for the editorial strategy and execution of our award winning C-Level online properties (CIO.com, CSOOnline.com, CMOMagazine.com and Darwinmag.com). The Online Editorial Director will be responsible for transforming an established Enterprise IT site into a fully developed editorial product and for ensuring that the site conforms to the editorial standards set for CXO Media. This position will work closely with the Online VP & GM and other key executives to create the three year growth strategy for online business. This individual will manage a team of editors and collaborate heavily with the print EiC's and edit to develop a significant online site focusing on the needs, topic areas, and community around senior IT professionals. Working with the online editorial team, the Director will play a principal role in the daily publishing of online content and be responsible for assigning and editing original content, as well as working with print editorial staff to plan creative re-purposing and integration of magazine content. The Director will also establish content relationships with outside partners and within IDG. The successful candidate will be able to generate a consistent flow of strong news and feature ideas, community content, build a stable of dependable freelancers, juggle staff and freelance assignments, write compelling headlines and summaries, cooperate with colleagues when subject areas overlap, pull together daily e-mail newsletters, pitch in writing articles and creating webcasts when needed, and work well under deadline pressure. This position will require an ability to lead and manage change using strong management and communication skills. Qualified candidates will have management experience, five or more years of professional writing, editing, and content production experience; an established track record of building large online audiences and an aptitude for learning new software and technologies. Experience working with content management systems and electronic publishing tools is a must. Bachelor's degree in English or Journalism and a solid understanding of web terminology are required. Candidates should also have experience with HTML and knowledge of XML, XHTML, CSS, as well as graphics editing software such as Photoshop and Illustrator. If you are looking to join a fast-paced, expanding online publishing operation with a great work environment get in touch with us today! ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling the CIO Executive council membership program to CIOs and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Analyst Account Manager (IDC)

The Global Access Group is seeking an Analyst Account Manager to become part of the Investment Research Services teams (IRS) that supports clients with IDC research. This position affords an excellent opportunity to work with a portfolio of financial accounts to deepen client relationships, manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with clients at major financial and VC firms, IDC Research Analysts on a global level, and the IDC sales team. Requirements include knowledge of the Information Technology Industry, 2+ years of experience in a customer support or sales role. Must also have the ability to work within a team environment, possess superior verbal and written communication skills, exceptional project management skills and be a self-starter. A college degree is required. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Sales Representative, Sector Accounts West (IDC)

IDC's Sector Sales Group is seeking a Sales Representative who will focus on selling IDC's research products to vendor clients in the Western Region. This position is part of a team and will report to the VP Sector GEA, West Coast. As a member of a collaborative team, the Sales Representative will be responsible for driving new business into vendor accounts in the western region. The Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain team quota new business goals and build strategic relationships with the client base. Requirements for the position include 1-3 years of quota-carrying sales experience, along with strong written, analytical and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position may be based out of San Mateo, CA and will require approximately 10% travel. ***Location: San Mateo, CA***
Contact: S. McCallum Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Member Services Specialist (NWI)

Network World's Audience Development team is seeking a Membership Services Specialist. This position will be the primary point of contact for all customer interactions and personify the Network World brand to our highest value customers. In addition, the Membership Services Specialist will be responsible for managing online membership relations; the weekly print order and work with our fulfillment house to determine that new subscriptions and renewal requests are processed. Candidates must be self directed, have the ability to multi-task, quickly evaluate problems, and work effectively in a fast-paced collaborative online environment. Exceptional organizational, communication and customer relation skills are necessary. Proficiency in MS office suite, a college degree or 2-5 years equivalent experience required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

IDG

Current Jobs, Week of May 8, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Edit	Executive Editor, Ed-Tech Magazines	Boston MA	Al Race	editor@cicrosby.com	617-254-9481
CXO Media						
	Cust Pub	Program Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Features Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Systems Administrator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Vice President/General Manager, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Ad Traffic	Advertising Operations Specialist	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	Oakland CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Account Executive	New York NY	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Legal						
	Legal	Paralegal	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Data Group						
	Admin	Part-time Office Associate	Paramus NJ	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Sales	Account Manager	San Francisco CA	Janet Ryan	janet_ryan@macworld.com	415-243-0505
Network World						
	Cust Serv	Member Services Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Web Application Developer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Administrator	Paramus NJ	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
World Expo						
	Conf	Conference Specialist	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Cust Serv	Analyst Account Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Engagement Manager/Project Manager	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Market Development Manager, Services and IDeAS Resear	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Marketing Intern, New Business Initiatives	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Investment Research Service	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Director, Business Process Integration & Deployme	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program VP, Applications	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Vertical Group	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Consumer Markets: Gaming	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Sector West Custom Solutions	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	VP, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Research Intern, Energy Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Financial Insights						
	Research	Group Vice President, WW Banking and Insurance	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Financial Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Cons	Consulting Director, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Manufacturing Insights						
	Research	Research Intern, Manufacturing Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

Effective communication

Network World CEO & Publisher **Evilee Ebb**, renowned in IDG circles for her inspiring presentations on leadership skills, spoke at the Global Media Institute. Among her recommendations regarding effective communication for top managers:

- It's the most important part of your job.
- It's the key to winning organizational trust and confidence.
- Seek opinions everywhere in your organization.
- Share the big picture, as it instills confidence, motivates and clarifies.
- Everyone needs to hear the vision, how they can contribute and how we — and they — are doing.
- Watch your non-verbal communication, and lead by example.
- Master the fine art of seed planting, i.e. make sure key employees in your organization are involved early in any major decisions. Not only do you need the team's input as you move forward, but by having them involved early and often, they become ambassadorial change agents throughout the company.

GMI

continued from page 1

York Times Co.; Bradley Horowitz, Yahoo, and Paul Conley, an independent editorial consultant.

IDG SVP/Online **Colin Crawford**, who addressed the group several times, noted that while there's still much to be done in developing online business, IDG has more online revenues than its principal competitors, both in the U.S. and worldwide. Moreover, in the first half of FY06, IDG reached "the tipping point" wherein growth in IDG online revenue is exceeding the decline in print revenue. "This is great news, since online revenues have a much higher margin," he said. "It bodes well for IDG's overall success."

While talking to the group about the IDG Delta Force, the group of senior U.S. online execs who are spearheading cross-company initiatives such as TechWords, Network World Executive VP/Business Development and General Manger/Online **Kevin Normandeau** led a brainstorming session in which participants suggested additional projects the Delta Force could work on to benefit IDG business units.

"The growth in online has created new opportunities, competitors and challenges," Normandeau said. "To win in this marketplace, IDG needs to collaborate and share best practices at every level in the company. It adds complexity to our roles, but we are starting to see the payoffs of these efforts."

"It was a great meeting," said **Jim Alla**, vice president, Integrated Media and Online Sales at CXO Media, who noted that building relationships with peers from around the company was very valuable. "One of the more interesting concepts we talked about was user-organized tagging for online sites [part of the presentation from Yahoo's Horowitz, who showcased the photo and media file-sharing site Flickr]. "The concepts they use, in which users generate the taxonomy and relationships to classify information, could be very applicable to IDG in the future."

*(L-R): InfoWorld CTO **Derek Butcher** and IDC Group VP Software **Stephen Graham** talk with Computerworld Executive VP **Ron Milton** after his presentation.*

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Throughout the week, the group worked on a case study examining a business situation based on real-life challenges confronted by IDG business units. At the end of the program, the four teams presented their business plans to serve the small- and medium-size market using an array of resources in the IDG portfolio. The "board" that evaluated the plans was composed of Crawford, IDG International Publishing Services President & CEO **David Hill** and IDG Communications President **Bob Carrigan**.

*Training & Development Manager **Laurie Butson** co-organized the program with Computerworld HR Director **Julie Lynch**, who also oversees IDG's training department. Reach them at laurie_butson@idg.com or julie_lynch@computerworld.com.*

IDG presenters at the Global Media Institute

- IDG Denmark Managing Director **Soren Queitsch** (Managing and Leading Through Change)
- Computerworld Executive Editor **Mitch Betts** (Editorial Evolution in an Online World)
- IDG Management Associate **David Vivero** (Mobile & Wireless Internet Content)
- IDG SVP Online **Colin Crawford** (The State of Online and the Role of Media in a World of Search)
- Network World CEO & Publisher **Evilee Ebb** (Leadership)
- IT World Canada President & COO **Andy White** (Big Results from Small Ideas)
- IDC SVP & Chief Research Officer **John Gantz** (Trends in IT and Media)
- Computerworld EVP **Ron Milton** (Events from a Business Unit Perspective)
- IDG CFO **Ted Bloom** (Q&A with the CFO)
- IDG World Expo CEO **David Korse** (IDG Events Worldwide and Business Development)
- IDG Connect VP **Connie Johnson** (Centralized Service in a Decentralized World)
- Network World EVP **Kevin Normandeau** (Collaboration at IDG)
- Computerworld EVP/COO **Matt Smith** and IDG Manager, Finance & Budgeting **Steve Pelosi** (Forecasting and Financials)
- IPS President & CEO **David Hill** (Thriving in the IDG Culture)
- IDG Communications President **Bob Carrigan** (Growth and Direction of IDG).

noteworthy people

Promotions

Varon

CIO Senior Editor **Elana Varon** is now executive editor of CIO. "Elana has distinguished herself in so many ways at CIO," said **Abbie Lundberg**, CIO editor-in-chief. "She came here with outstanding reporting and writing skills and deep knowledge of the government market. She very quickly learned the most relevant metrics and concerns for our corporate readers and brought that consistently to her stories. A few years ago, she indicated she wanted to do more editing and less writing. Elana has proven herself to be just as strong an editor as she is a writer, and that's a rare and remarkable thing. She played a central role in redesigning our CIO 100 Awards program this year. Thanks to her steady leadership and resolve it has turned out to be our most successful in years, garnering over 450 applicants and producing 100 very strong winners with some great story potential." *evaron@cxo.com*

IDC Framingham Junior Staff Accountant **Erika Cox** has been promoted to staff accountant. "During the almost two years that Erika has been with IDC's Finance Department, she has met with many successes," said **Maureen Coughlan**, staff accountant. "Upon joining IDC, Erika took over the financial account management of numerous IDC accounts, as well as all of the Insights business units. As the Insights units continue to grow, Erika is responsible for setting up and maintaining their financial systems. Erika's can-do attitude, natural leadership ability and competence has earned her this well-deserved promotion. Erika will continue to service her accounts as well as become more involved with the day-to-day accounting, inter-company invoice approval, and monthly balance sheet reconciliation." *ecox@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

Previously VP of price benchmarking at META Group, **David Perara** has joined IDC's Government Insights group as a research program director for IT indicators and metrics. He earned a B.S. in business administration from Seattle (Wash.) University and enjoys hiking, biking and reading. *dperara@government-insights.com*

Marketing Coordinator **Thomas Clausen** comes to IDG Denmark from Copenhagen Business School (CBS) where he recently earned an M.S. in business administration and philosophy. While in school he worked as a marketing assistant at the CBS student bookstore Samfunds-litteratur and as a research assistant at Centre for Business History at CBS. Away from the office, he enjoys basketball, movies and music. *t.clausen@idg.dk*

PETER SHORT

Meffan

IDC Framingham has hired **Robert Meffan** as a systems administrator for IDC.com. He was previously an integration engineer with Message Secure Corp. in charge of the integration, deployment, and management of a Web- and e-mail-based secure document delivery system. He studied English with an undeclared minor in economics at the University of Lowell (Mass.). Away from the office he enjoys independent and foreign films, alternative music, hiking, biking and sailing. *rmeffan@idc.com*

Computerworld's Bill Hanck honored for sales leadership

Bill Hanck *holds the award presented to him by IDG Communications President* ***Bob Carrigan*** *in recognition of his leadership in landing one of the largest non-corporate pan-IDG accounts.*

Computerworld Account Director **Bill Hanck** recently earned special recognition from IDG Communications President **Bob Carrigan** for his leadership on a multimillion dollar pan-IDG advertising program with SBC/AT&T. The deal — which is the largest non-corporate pan-IDG program signed to date — encompasses print and online and will run throughout calendar 2006 in CIO, Computerworld, InfoWorld and Network World.

Landing the business involved months of hard work — the weekly updates Bill sent out reached 17 by the time the program went live – and involved a "huge cast of characters — print reps, online specialists, and managers from the West Coast, East Coast and Midwest all jumped in based on what was needed," he said.

"This is the biggest team-led deal we've done at IDG in a long time," noted Carrigan. "Bill exemplifies what it means to be a strategic business development person, investing the time it takes to establish key relationships at senior levels on the client side. Then he showed great leadership in bringing in a team of IDG representatives to earn a huge piece of business for IDG. I am giving Bill this award to acknowledge his outstanding work in leading the IDG team to grow this account into one of IDG's largest."

TechWords

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advertisers will only pay when readers click on the text link. The program also allows advertisers to control costs by setting a daily budget cap. Once the cap has been reached, the program can be halted until the following day. Clients may purchase TechWords ads from IDG sales representatives, through Quigo, ad agencies or online directly at http://www.techwords.com.

Advertisements must conform to certain guidelines including character limits, use of words and punctuation. Ads for gambling, sports betting and adult material are not permitted. All guidelines are available at http://www.techwords.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Christian Mahler *IDG Germany*

18
Judy Schultz *Network World*

17
Brian Clarke *IDC*

15
Angelique Bizouarn *IDG France*
Sandrine Hé-Garcia *IDG France*
Claus Egge *IDC U.K.*

14
Nancy Jonathans *PC World*

13
Zdena Vratislavova *IDG Czech*

12
Julia King *Computerworld*

11
Lisa Radler *PC World*
Wolfgang Leierseder *IDG Germany*
Klaus Krabbe *IDG Denmark*
Tatiana Engurasoff *IDC*
Dorothy Allen *IDC*

10
Daniel de Blas *IDG Spain*
Adam Jadczak *IDG Poland*
Mari Keefe *Computerworld*

9
Rocco Bortone *Network World*
Jacek Dudzinski *IDG Poland*
Stephen Drake *IDC*

8
Tanja van Bladeren *IDG Netherlands*
Linda Nilsson *IDG Sweden*

7
Alan Stafford *PC World*
Lisa Hess *IDG Entertainment*

6
James Galbraith *Mac Publishing*
Akira Honma *IDG Japan*
Mariusz Mierzejewski *IDG Poland*
Jay Gumbiner *IDC*
Paul Honens *IDC*
Ron Kaplan *IDC*
Susan Feldman *IDC*
Deborah Crimmings *Computerworld*

5
Takeya Tanno *IDG Japan*
Brian Klatt *IDC*
Kevin Gerich *Computerworld*

4
Ewa Janda *IDC Poland*

3
Ladislav Piprek *IDG Czech*
Mark Barreca *PC World*
Wu Zhou *IDC*
Daniel Booher *IDC*

2
Julie Gill *IDG New Zealand*
Christine Hopkins *CXO Media*
Bach Ngo-Lavaud *IDG France*
Tobias Teske *IDG Germany*
Susanne Fuetterer *IDG Germany*
Sergio Real *IDG Spain*

1
Tateki Kawanabe *IDG Japan*
Andrea Aparecida Contreras Lopes *IDG Brazil*
Attila Farkas *IDC Hungary*
Jean-Marc Annonier *IDC Australia*
Timothy Crowley *IDC*
Karen Massey *IDC*
Erin Brennan *IDC*

Any business unit wishing to have its employees' anniversary dates listed in this column imay send the information to World_update@idg.com.

IDC's Robert Mahowald called for military service in the Middle East

Robert Mahowald had always known the call could come at any time. Though he has served nearly 24 years in the U.S. Army Reserve, Mahowald, a six-year IDC veteran who is currently program director of IDC's Collaborative Computing practice, had never been called up for active duty. But all that changed three weeks ago when he received orders to report for two months of training followed by a 12-month deployment to Kuwait.

"I always knew it was a possibility," said Mahowald, who grew up in the Midwest in a family with a long history of military service (his great-grandfather, grandfather, father, and brother George, also an IDC employee, all served). Mahowald joined the Army ROTC program in college and was commissioned as an officer after two years. Following graduate school and a brief career teaching English at a boarding school, he spent five years on active duty with the U.S. Army. Although he was eligible to retire with full benefits after 20 years, Mahowald said though he gave it serious consideration when he reached that milestone several years ago, in the end, it's been difficult to leave. "Walking away from the military has proven harder than I expected — I've been doing it longer than just about anything else in my life, and for better or worse, I've grown used to Army life."

After training, Mahowald, whose rank is major, will spend the next 12 months as an intelligence administrator based at Camp Arifjan in the Kuwaiti desert. He has been told he should expect to travel to Iraq several times a month.

While four weeks may not be a lot of time to prepare his family — he has a wife and three young children ages 7, 8 and 9 — for his extended absence, Mahowald said he is luckier than some. "I've heard horror stories about people who have had three days to get their affairs in order," he said.

IDG WORLD UPDATE

*On hand to wish **Robert Mahowald** (center) well as he departs for his military assignment in the Middle East were **Henry Morris**, group vice president and general manager, IDeAS Research (left); and **Mark Levitt**, program vice president, Collaborative Computing, Composite Applications & the Enterprise Workplace.*

Another reason he feels lucky, said Mahowald, is because of the way that IDC has responded to his deployment. Mahowald, who intends to return to the company following his year of service, said that "everyone at IDC has been great. They've gone way above and beyond in terms of helping me to make this transition, and I am very grateful for everything that's been done for me."

Mahowald said he isn't sure whether he will use the two one-week leaves he will be eligible for during his deployment to visit home or to reduce his tour of duty by two weeks. But, either way, he does not expect to be totally out of touch with family and friends during his time overseas thanks to e-mail, to which he hopes to have regular access and, if the occasional IP line presents itself, he'll be able to use the pair of computer video-cameras given to him as a gift by his group at IDC, to talk to his wife and children in real-time.

IDC colleagues bid farewell and good luck to Mahowald at a reception held at the company's 5 Speen Street office last month. WU

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Jim Ducharme** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"Dude — you'll never get jiggy unless you download some IDG podcasts…"
Alec Wagner *InfoWorld*

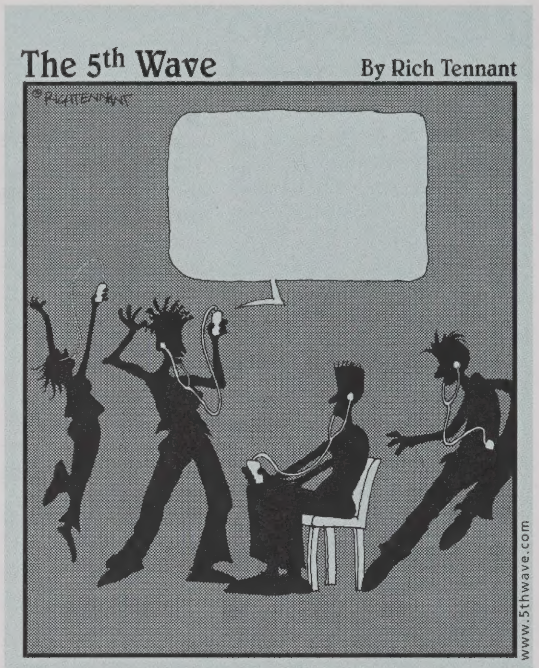
"Man, this new John Gantz study on the economic impact of software piracy is groovy."
Joan Jolley *IDC*

"Hey Joe, haven't you learned how to download that thing yet? Ya gotta get movin'"
Barbara Irvine *IDC*

"Now that is what I call 'being connected.'"
Sandy Weill *Computerworld*

"I just have to dance when I hear the new CIO podcast intro music."
Lynn Holmlund *CXO Media*

"Uhhhh, guys? Why are we all still dancing? Our batteries died two hours ago."
Holly Brown *IDC*

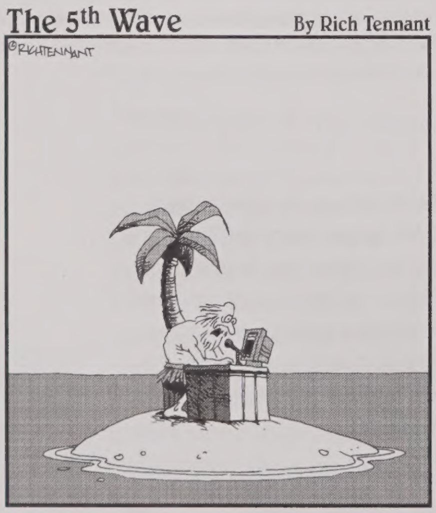


"Wow! Donald Rumsfeld actually makes sense when played at 125 decibels!"
Jim Ducharme *PC World Canada*

Rich Tennant's original caption:
"He's been like that ever since they started podcasting a news feed from CNN."

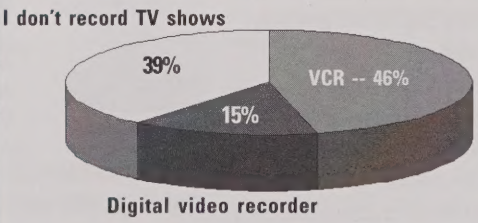
New cartoon contest

E-mail a caption for this cartoon to world_update@idg.com by **May 30**. The winner will choose a book of Rich Tennant cartoons or an IDG T-shirt. Honorable mention winners will also receive a prize. Have fun!



Question of the Week for May 1

How do you record your favorite TV programs?



Log on to www.idgcentral.com to vote on this week's question: How often do you check e-mail at work?

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and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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WWW.IDGCENTRAL.COM

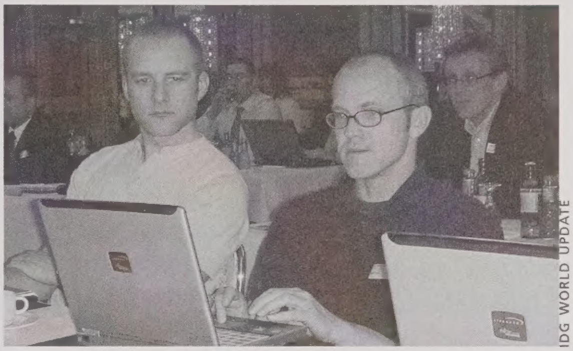
European Online Meeting explores regional projects

New pan-European IDG Webcasts series gets under way this month

Keyword advertising, white-paper libraries and generating user content were among the many topics discussed at the IDG European Online Meeting, held April 19-20 in Munich. Close to 100 employees from across Europe as well as the U.S., Canada and Australia shared their experiences on many facets of the online business and explored how they can work more collaboratively.

Hosted by IDG Germany, with the agenda developed primarily by IDG Global Solutions (IGS) Europe/Middle East and Africa, the meeting featured a mix of IDG employees and outside speakers.

IGS Associate Director/Interactive Sales **Christina Carstensen** outlined the online competitive environment in Europe, noting that IDG has 24 million unique online users in Europe, compared with 11.5 million for CNET and 3.6 million for VNU.



IDG WORLD UPDATE

IDG Norway Manager of Online Technical Development ***Ulf Helland*** *(left) and IDG Norway Editor-in-chief Online* ***Morten Kristiansen*** *brought back ideas to use as they prepare to launch a new IDG Norway portal this year.*

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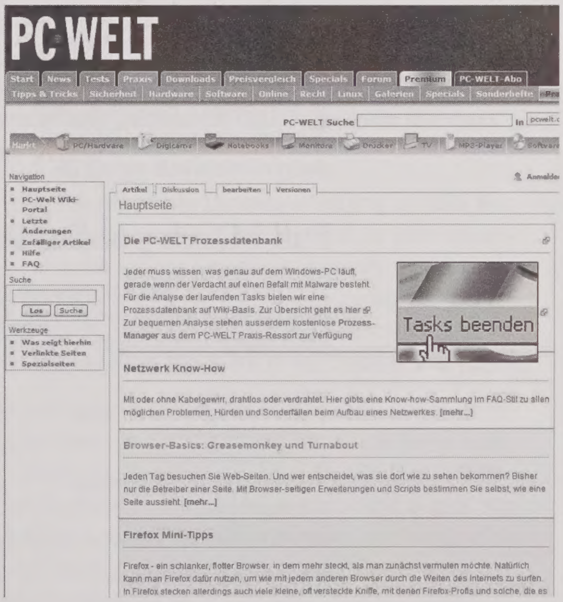
> *"Europe is set to see explosive growth in this market, and IDG has an opportunity to be at the forefront. We need to strengthen our sales efforts and educate ourselves and the market about the value of webcasts."*
>
> *IGS Associate Director/*
> *Lead Generation*
> *Lisa Glover*

PC-WELT's wiki encourages users to forge close ties to the site

'Wiki' means 'quick' in Hawaiian, and a wiki — an editable collaborative site with many contributors — has quickly become a community building device for Germany's PC-WELT.

According to Editor-in-chief **Andreas Perband**, the PC-WELT wiki, which can be reached at http://www.pcwelt.de/wiki/index.php/Hauptseite, launched in August 2005 using a customized version of MediaWiki 1.5.3 software and is monitored by one editor. The wiki is divided into the following topics: Windows process information database, networking know-how, Firefox tips and tricks, the Bart PE Builder installation/rescue platform, multimedia, Linux and Windows tips and programming.

Perband said the wiki is not strictly limited to those seven topics. "There is still so much content that can be 'wiki-fied.' Every registered user can start a new topic and link to it from the wiki's main page," he said. "But since almost all user-contributed content needs editing to meet the quality standards that visitors expect from PC-WELT, we are quite happy that new topics don't spring up every day. The Windows process database alone keeps us quite busy right now."


PC WELT
Start
News
Tests
Praxis
Downloads
Preisvergleich
Specials
Forum
Premium
PC-WELT-Abo
Tipps & Tricks
Sicherheit
Hardware
Software
Online
Recht
Linux
Galerien
Specials
Sonderhefte
PC-WELT Suche
In
pcwelt.c
Markt
PC/Hardware
Digicams
Notebooks
Monitore
Drucker
TV
MP3-Player
Software
Navigation
Hauptseite
PC-Welt Wiki-Portal
Letzte Änderungen
Zufälliger Artikel
Hilfe
FAQ
Suche
Los
Suche
Werkzeuge
Was zeigt hierhin
Verlinkte Seiten
Spezialseiten
Anmelde
Artikel
Diskussion
bearbeiten
Versionen
Tasks beenden

Hauptseite

Die PC-WELT Prozessdatenbank

Jeder muss wissen, was genau auf dem Windows-PC läuft, gerade wenn der Verdacht auf einen Befall mit Malware besteht. Für die Analyse der laufenden Tasks bieten wir eine Prozessdatenbank auf Wiki-Basis. Zur Übersicht geht es hier. Zur bequemen Analyse stehen ausserdem kostenlose Prozess-Manager aus dem PC-WELT Praxis-Ressort zur Verfügung

Netzwerk Know-How

Mit oder ohne Kabelgewirr, drahtlos oder verdrahtet. Hier gibts eine Know-how-Sammlung im FAQ-Stil zu allen möglichen Problemen, Hürden und Sonderfällen beim Aufbau eines Netzwerkes. [mehr...]

Browser-Basics: Greasemonkey und Turnabout

Jeden Tag besuchen Sie Web-Seiten. Und wer entscheidet, was sie dort wie zu sehen bekommen? Bisher nur die Betreiber einer Seite. Mit Browser-seitigen Erweiterungen und Scripts bestimmen Sie selbst, wie eine Seite aussieht. [mehr...]

Firefox Mini-Tipps

Firefox - ein schlanker, flotter Browser, in dem mehr steckt, als man zunächst vermuten möchte. Natürlich kann man Firefox dafür nutzen, um wie mit jedem anderen Browser durch die Weiten des Internets zu surfen. In Firefox stecken allerdings auch viele kleine, oft versteckte Kniffe, mit denen Firefox-Profis und solche, die es

The number of read-only visitors to the wiki is 37,000 per month, considerably higher than the number of registered users.

The wiki has approximately 600 registered users posting and editing material based on their own

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Inside this issue

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Relaunched Gamepro.com strengthens reader ties *page 4*

IDG New Zealand's Muller qualifies for triathlon championship *page 8*

in brief newsworthy

IDG New Zealand's Unlimited wins record number of awards at 2006 MPA Awards ceremony last month

Staff at IDG New Zealand's eight-year-old Unlimited magazine are celebrating its biggest-ever win at last month's Magazine Publishers Association Awards, held at the Hyatt Regency Auckland. The magazine took home six awards, winning in every category it entered and claiming all but two awards in the business category.

For the sixth time in the past seven years, Unlimited was named business magazine of the year. The judges described its writing as "intelligent" and its content "great," adding that "Unlimited pushes the boundaries in the business category while remaining relevant to its core readership."

L-R: ***Ben Sinclair,*** *art director,* ***Bette Flagler****, freelance journalist,* ***Mark Revington****, deputy editor,* ***Caitlin Sykes****, sub editor and (front, kneeling)* ***Fiona Rotherham****, editor.*

Fiona Rotherham was named editor of the year, contributor **Russell Brown** won columnist of the year and then-Deputy Editor **Rebecca Macfie** took home journalist of the year honors. **Mark Revington**, the current deputy editor, was also a finalist in that category. Art Director **Ben Sinclair** was awarded business designer of the year and the December '05/January '06 issue won business cover of the year.

Launched in late 1998 and carrying the tagline "Inspiring Business," Unlimited is "about the boundless potential for New Zealand individuals and businesses to exploit the world of ideas and innovation," said Rotherham. "Our goal is to make business as popular in New Zealand as sport, and we do this by championing local heroes and having a strong how-to component in the magazine to inspire people to do business better."

For more information, contact Fiona Rotherham at fiona_rotherham@idg.co.nz or visit http://www.unlimited.co.nz. WU

Full March publication profit margin report on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of March, see this feature on IDG Central (www.idgcentral.com).

CW/IW publications
1. Computer Sweden
2. China Computerworld
3. Computerwoche (Germany)
4. Computerworld Poland
5. Czech Business World

PC World publications
1. Mikrodatorn (Sweden)
2. PC World New Zealand
3. PC Tipp (Switzerland)
4. PC World Bulgaria
5. PC World Poland

Macworld publications
1. Macworld Espana (Spain)
2. MacWorld U.K.
3. Macwelt (Germany)
4. Macworld U.S.
5. MacWorld Sweden

Networking publications
1. China Telecom World
2. NetWorld (Poland)
3. Nettverk & Kommunikation (Norway)
4. Network World (Japan)
5. China Network World

Reseller publications
1. China Computer Partner World
2. Australian Reseller News
3. New Zealand Reseller News
4. Computer Partner (Germany)
5. IT- Branschen (Sweden)

Games publications
1. GameStar (Poland)
2. GameStar (Hungary)
3. GameStar (Germany)
4. GamePro (Germany)
5. Australian GamePro

CIO publications
1. China CEO & CIO
2. CIO Japan
3. CIO U.S.
4. CIO France
5. CIO Germany

IDG negotiates global discount for salesforce.com

IDG has negotiated a global master agreement with Salesforce.com that allows any IDG business unit or licensee to license the online customer relationship management software (CRM) at a 22% discount off the list price in their country. The previous discount was 19%. If IDG business units license an additional 80 full-use seats worldwide at the 22% discount, the discount will increase to 25% for all new seats going forward.

Any business unit that is currently using Salesforce can be brought in under this new agreement. There are no minimum required seats. Among the business units currently using Salesforce in the U.S. are Computerworld, CXO Media, InfoWorld, Macworld, IDG Entertainment, IDG Global Solutions and IDC's Insights groups.

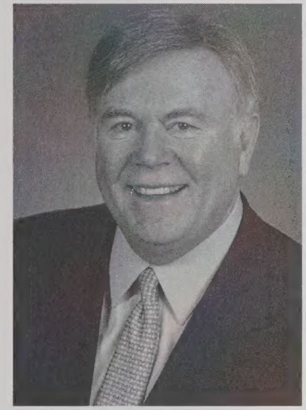
Salesforce.com is a CRM application that is provided to customers via the Internet. It requires no investment in hardware, software or maintenance. Salesforce.com manages customer interactions across marketing, sales and service departments. Users can tailor the application to meet business requirements through an easy-to-use configuration tool. Disparate business applications may also be integrated into salesforce.com where relevant along with groupware systems like Outlook or Lotus Notes.

Business units interested in licensing the product or current users that would like to have their licenses brought under this agreement should contact IDG's Salesforce representative David Walsh. He may be reached at dwalsh@salesforce.com, phone: 781-431-7111 or cell phone: 617-699-5792. More information about the product is available at http://www.salesforce.com. Other questions regarding this agreement may be addressed to IDG Director of Information Services **Nancy Newkirk** at nancy_newkirk@idg.com. WU

one on one the interview

Pat McGovern

The founder and chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.



> *"Online services have profit margins of 40% to 45%, and face-to-face events have profit margins of 60% to 65%. A significant amount of our revenue has shifted to higher profit margin activities like online services and events. That is the reason why we were able to increase our operating profits by 210% from last year, in spite of having only 3% revenue growth."*

Q **IDG just completed the second quarter of its fiscal year 2006. Can you share with us the rate of growth in revenue and profits that IDG achieved in that quarter?**

A IDG had a revenue growth of 3% in the second quarter compared to a year ago. However, due to increases in our productivity and a shift in our revenue from print to online and events (which have higher profit margins), we had excellent gains in profits. Our operating profit was 43% over plan and 210% over last year. When we add in the results from venture capital investments and interest income, our overall pre-tax profit was 332% ahead of plan and 294% ahead of last year!

Q **How is IDG Communications progressing in shifting its revenue from print to online and events?**

A In 2002, IDG Communications had 11% of its revenue from online activities and 12% from events. This year, 25% of its revenue is from online activities and 14% of its revenue is from events. Its 25% of revenue from online activities is more than double the average online revenue for business publications in the U.S., which this year is only 12%. IDG Communications expects that its online revenue will grow 35% a year and will reach 33% of total revenue by 2008 and 40% of total revenue by 2010. Its events revenue is growing at 10% a year and should reach 18% of total revenue by 2008 and 22% of total revenue by 2010. In contrast, revenue from print publications, which was 77% of total revenue in 2002, will be only 61% of total revenue this year and is expected to decline to only 38% of revenue by 2010.

Q **What impact does the shift in IDG Communications' revenue from print to online and events have on IDG's enterprise value?**

A The impact is very significant! Print publications typically have operating profit margins of 5% to 10%. Online services have profit margins of 40% to 45% and face-to-face events have profit margins of 60% to 65%. IDG's second-quarter results illustrate this dramatically. Our revenue growth was only 3%, but a significant amount of our revenue has shifted to higher profit margin activities like online services and events. That is the reason why we were able to increase our operating profits by 210% from last year, in spite of having only 3% revenue growth. IDG's growth in enterprise value is closely related to IDG's growth in profitability.

Q **I understand you are advocating that IDG's print publications base their advertising rates on readership vs. the number of copies distributed. What is the reason for this?**

A Our print publications compete for advertising dollars with Web sites, television and radio. Advertising rates for these competitors are based on the total number of people exposed to the ad, i.e., "eyeballs," "viewers," or "listeners." So, it is the readership of our print publications that is the comparable measure and the one that best reflects what advertisers want to know: How many people are seeing my ads, and who are these people? The cost per thousand for television viewers is typically $10 to $20, and for Web site visitors, the cost per thousand is typically $20 to $60. An IDG publication such as PC World has a cost per thousand copies sold of about $35 which looks expensive compared to television. However, PC World has on average five readers a copy, so its actual cost per thousand readers is $7, which is less than half the price for a thousand viewers of television, in spite of PC World having an audience that has a much higher individual income, family income and technology buyer power than the typical television viewer.

So it is time for people selling advertising in print publications to play on a level playing field and sell on the basis of readership rather than the number of copies mailed or sold on the newsstand.

Q **Is IDG Ventures considering setting up operations in any additional countries over the next few years?**

A Yes. We are in the process of setting up IDG Ventures India with a $150 million fund to take advantage of India's rapid growth in Internet services, mobile phones and other technology products. Other countries that are on our list of likely candidates for new IDG Ventures funds are Israel, Poland and Korea.

The enthusiasm of sophisticated institutional investors to invest in IDG Ventures funds has been high. IDG Ventures Boston was oversubscribed by 100% when it raised its new $180 million fund a year ago, and IDG's new $310 million venture capital fund for China, the IDG-Accel China Growth Fund, was also oversubscribed more than 100% when it raised its fund last fall.

Q **IDG recently sold a majority interest in Bio-IT World to another company. What was the reason for this?**

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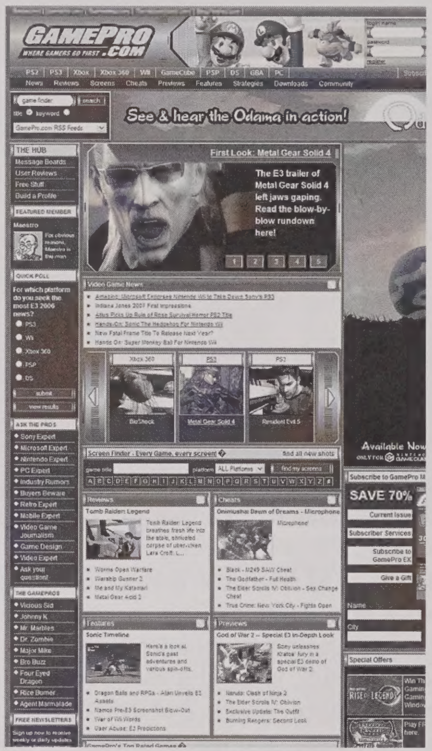
Relaunched gamepro.com aims to strengthen ties with users

With an eye toward increasing the number and duration of visits to its 10-year-old flagship gamepro.com site, IDG Entertainment last week unveiled a redesign that offers users improved navigation, enhanced community-building features and more gaming resources. The revamped site went live amidst much fanfare at the Electronic Entertainment Expo in Los Angeles on May 10.

The cornerstone of the IDGE Online Network, gamepro.com routinely attracts a million monthly visitors. "The new community tools and faster access to both our content and our editors will bring more visitors to our site each month, keep them on the site longer, and get them to come back more often," said **Craig Eastman**, director of product development, noting that his team is continuing to pursue new opportunities to take advantage of the growing demand by non-endemic advertisers to reach GamePro's audience.


Users will find enhanced access to the GamePro editors as well as more ways to provide feedback and interact with other users on the gamepro.com site.

Among the major enhancements at the site (http://www.gamepro.com) are the following:

- **Direct access to the GamePro editors** via a new "Ask the Pros" feature. Registered users can query any of eight GamePro editors including Mr. Marbles, Johnny K., Rice Burner, Vicious Sid, Major Mike, The Watcher, The Watch Dog and Bro Buzz and their responses will be posted publicly for all to read.
- **The Hub**. Hosted by "Lunchbox," the Hub is the gathering point for the site's community-oriented offerings including message boards, user reviews and "persona blogs" designed to give gamers insight and behind-the-scenes perspectives on the latest game news, new product specifications, industry rumors and more.
- **Enhanced community toolset.** Comment tools across the site provide opportunities for users to comment and interact wherever they go. Combined with the enhanced community forums and persona blogs these tools give gamers the ability to interact with each other in a comfortable and non-threatening environment.

"After 10 years as one of the Internet's most respected sources for gaming information, GamePro.com is taking a monumental step forward by providing gaming enthusiasts with powerful tools that will bring them even closer to the editorial personalities they trust beyond all others," said IDGE President & CEO **Dan Orum**. "The redesigned site will offer many more opportunities for gamers to interact with one another and to quickly gather the information they need to make an informed purchase." The faster access to games content and more opportunities to share with other gamers give visitors all the information they need to choose a product to purchase.

The IDG Entertainment Online Network is the third-largest gaming-information network worldwide with more than nine million unique visitors per month. It includes Games.net, GamePro.com, GamerHelp.com, GameDownloads.com, BlogFaction.com, StarWars.com, Modojo.com, Savvy.com, WGWorld.com and MegaGames.com.

For more information, contact Simon Tonner at stonner@idg-entertainment.com. WU

One on one

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A Bio-IT World had a challenging time finding an adequate market for its print and online products. It was behind its plan on revenue and profit each year for the last five years, and its cumulative losses were approaching $10 million. We found, however, that the audience of Bio-IT World was very interested in conferences, seminars, and expositions about information technology uses in drug discovery and healthcare. Therefore, we merged Bio-IT World with Cambridge Healthtech Institute, which is a leading producer of events for the biotechnology field. IDG retains a minority interest in this business, which is now well-positioned to benefit from the rapid growth in the biotechnology events market. WU

Account Executive, Enterprise Financial Major Accounts (IDC)

IDC's Enterprise Financial Services Group is seeking an Account Executive who will focus on selling IDC's research products to IDC's Global financial accounts. This position will report to the Vice President, Enterprise Financial Account Sales. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new products to develop and sell, as well as other business development opportunities. Requirements for the position include 3-5 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with financial industry and terminology a plus. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position may be based out of IDC's Framingham, MA office and will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Consulting Director, Vertical Markets (IDC)

IDC's U.S. Vertical Markets Consulting practice is responsible for developing and conducting market research and consulting assignments focused on technology needs, demand and opportunity by industry, including manufacturing, healthcare, government, retail and financial services. We are currently seeking a Consulting Director to help develop and drive IDC's consulting and custom research practice. The Consulting Director will be a member of IDC's Consulting team and IDC's Vertical Markets Research group. This involves developing consulting business, leading and managing projects, and developing practice strategy in concert with senior management. The Consulting Director will partner with IDC industry analysts, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT vendors and end user enterprises. The Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Vertical Markets Consulting business, including development of new practice areas. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The individual should have 5+ years of professional experience with a focus on client development, solution creation with senior level executives, project management and execution, analysis and writing abilities along with strong public presentation and communication skills. Experience working in an entrepreneurial environment and knowledge of the IT and one or more vertical industries is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. A bachelor's degree is required and a master's degree is preferred. This position is based in IDC's Framingham, MA office with approximately 15% travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Intern, Internet Security Software (IDC)

The Security Products and Services Programs are seeking an intern to assist in producing Worldwide Security reports. This position will involve working with analysts to revise market models, write research reports, analyze market trends, analyze user surveys, and create a customer database. This job requires basic research skills, experience with Microsoft Office suite, strong writing ability, and good phone skills. Candidates must be able to work and think independently. The Research Intern will be based in IDC's Framingham, MA office and work approximately 30 hours per week through August. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Customer Service Representative, Sector East (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Enterprise Sector Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Enterprise Sector Accounts, both external and internal customers, with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing customer service support to key clients, Enterprise Sector sales and marketing staff, which includes: customer satisfaction, creating reports, inputting orders, assisting the sales team members and collaborating with analysts. Additionally, the CSR will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. A bachelor's degree (or equivalent experience), 2-3 years of client service experience and strong written and verbal communication skills, required. Must be proficient with computer skills, able to adapt to and learn new software and web-based systems, highly organized, and a quick thinker. Proficiency with Microsoft Office suite is a must. Prior experience as a Customer Service Representative in the Information Technology or Telecom industry a plus. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Analyst (IDC)

The Global Research Organization (GRO) is seeking a Senior Analyst to become part of the Worldwide IT Markets research team. This team is responsible for the Black Book and related research products, and this position will be primarily related to the Worldwide Telecom Black Book. The candidate should possess excellent quantitative and qualitative analysis attributes, in addition to writing and presentation skills. The ability to collaborate effectively across multiple research groups and geographies is essential. The Worldwide Telecom Black Book is a flagship research product for IDC, comprising of quarterly data deliverables and regular qualitative analysis of the global markets for telecom equipment and services. In addition to managing the delivery of this product, the role will also involve support of the Worldwide Black Book and other related products including Information Society Index, Leading IT Indicators and Executive Market Watch. Regular client interaction through phone/email inquiries, telebriefings and on-site presentations will be a major component of the role, along with support of global consulting projects. The role will also involve support of sales, marketing and business development. Some international travel will be required. The ideal candidate should have a bachelor's degree and 5+ years of experience and should be able to demonstrate strong attributes in the areas of data analysis, writing, presentations, collaboration and client relationship. Some knowledge of the IT and telecom markets is strongly preferred. Direct experience in the IT market research industry is a plus, but not essential. Bachelor's degree is required, MBA preferred.
Location: Framingham, MA
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Wiki

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knowledge or experiences with one or more of the topics. The number of read-only visitors is "much higher," Perband said; the wiki draws about 37,000 visitors per month and more than 225,000 page views per month.

"Whenever we add significant content to the wiki and run a story on it, either online or in print, we see a sharp increase in the number of read-only visitors," he said. Registered users went from zero to 500 in the first month after the wiki's launch last year and growth remains "slow but steady."

With none of its competitors offering anything similar, Perband said PC-WELT's wiki is a win-win situation for both the Munich-based monthly and its contributors. "We use the wiki mainly as an intuitive, browser-based database front end. It is an add-on to our online strategy of getting user-generated content. Users get involved in the process of publishing articles to a large Web site, and that forges close links with the site. The interaction of users with other users and editors strengthens the sense of community."

"A wiki is an ideal platform to collect content requests from readers," Perband said, noting that material from the PC-WELT wiki occasionally ends up in the print publication. A recent print story about networks was compiled from a collection of articles from the wiki and became a multi-page feature. "It's usually the other way around — print provides content for online," Perband said. "It turned out to be a major boost for productivity."

PC-WELT has also used the wiki to create Web-based applications, developing software that shows Windows' capabilities. "Each Windows process name in our cover-mount CDs and DVDs is a displayed as a hyperlink. A click on it opens a browser window and takes you directly to a corresponding wiki page," Perband said. "If a page doesn't exist yet the user is prompted to create a new article under that URL. It is completely transparent, easily updated and customizable and also serves as a programming tutorial for Web-based applications, thus contributing to PC-WELT's hands-on image."

PC-WELT Editor-in-chief ***Andreas Perband*** *says whenever they run a story about significant new content added to the wiki, there is a sharp spike in visitors to the site.*

Wiki contributors register by providing PC-WELT with their e-mail address. ("We keep that data secure and do not use it for mailings," Perband said.) The wiki offers the normal PC-WELT site layout and offers similar advertising opportunities as the rest of the site. "So far there haven't been any complaints from our users about ads," he said.

For more information contact Andreas Perband at aperband@pcwelt.de.

What's a wiki?

According to the Webopedia ComputerDictionary (http://www.webopedia.com/), a wiki is "a collaborative Web site that comprises the perpetual collective work of many authors. Similar to a blog in structure and logic, a wiki allows anyone to edit, delete or modify content that has been placed on the Web site using a browser interface, including the work of previous authors.

In contrast, a blog, typically authored by an individual, does not allow visitors to change the original posted material, only add comments to the original content. *Wiki wiki* means 'quick' in Hawaiian. The first wiki was created by Ward Cunningham in 1995."

Coming up

Computerworld Mobile & Wireless World
May 22-24
Orlando, FL
http://www.mwwusa.com

Computerworld IT Leaders Regional Summit
May 25
Orlando, FL
http://www.premier100.com/regional

International Software & Game Festival
May 25-28
Hanoi
Vietnam
http://www.idg.com.vn

Computerworld Honors Program
June 5
Washington, D.C.
http://www.cwhonors.org

Enterprise Innovation Conference
June 7
Milan, Italy
http://www.idc.com/italy

IDG Asia/Pacific Managers Meeting
June 7-9
Beijing
Contact: maggie_murphy@idg.com

IDC-Manufacturing Insight's RF-Enabled Sensor Networks Forum 2006
June 8
Boston
http://www.idc.com

IDC IT Forum & Expo
CIO Summit
June 14-16
Boston
http://www.idcITexpo.com

European Media Management Institute
June 19-21
Warsaw
Contact: laurie_butson@idg.com

Telecoms and Mobility Conference
June 21
Milan, Italy
http://www.idc.com/italy

European Managers Meeting
June 21-23
Warsaw
Contact: maggie_murphy@idg.com

Computerworld IT Management Summit
July 19
Hyatt Regency Santa Clara
Santa Clara, CA
http://www.itmanagementsummit.com

Online Meeting

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However, IDG is not No. 1 in terms of number of advertising campaigns in every market. "IDG has to be a proactive online company, and we need to develop European-wide strategies to attack the competition," she said, adding that those competitors are not just traditional rivals such as VNU but now online companies such as Google and affiliated networks. "We need to identify European-wide opportunities where we can focus on issues such as 'How can we position our PC World sites against MSN or Yahoo!'? and provide consistency in our offer across countries."

One new development that drew considerable interest was the IDG Webcasts series under the direction of IGS Associate Director/Lead Generation **Lisa Glover**. The sales effort began in January, and seven live videocasts and three live audiocasts were sold in the first three months to clients including Nokia, Hitachi and BMC and are targeted to the U.K., Germany and Spain. Sponsors paid 20,000 euros (US$25,556) to 50,000 ($63,381) per event. The first two webcasts on selecting the right storage technologies and developing a mobile e-mail strategy launched last week.

IDG editors in each country develop localized content relevant to the market content in consultation with the sponsors. The one-hour webcasts are aired in the local language and feature IDG editors and, depending on the segment, IT analysts, other industry experts and end users who discuss business-critical information surrounding the latest technologies.

The webcasts are fully interactive and include live polling, question-and-answer sessions and links to case studies, research reports, white papers and speaker biographies. Archived webcasts and additional information about the program can be found at http://www.idgwebcasts.com.

"Europe is set to see explosive growth in this market, and IDG has an opportunity to be at the forefront," Glover said. "We need to strengthen our sales efforts and educate ourselves and the market about the value of webcasts." Glover offered to help prepare sales teams, participate in sales calls and assist wherever necessary.

Among the other IDG-related presentations:

- IDG Australia Associate Publisher **Mark Hobson** noted that after the success of the company's podcasting series that began last year with Computerworld and CIO, IBM requested that IDG Australia and IGS launch CIO Live as a five-podcast series in China, Japan, Korea and Singapore. Each show was a combination of local language interviews plus English interviews dubbed in the local language. IBM has since extended its sponsorship with additional podcasts. Overall, IDG Australia's podcasting program has brought in $650,000 in sponsor revenue.

*IDG Germany Managing Director **York von Heimburg** (right) surprised IT World Canada President & COO **Andy White** with a birthday cake during one of the breaks.*

- TecChannel Publisher **Frank Klinkenberg** described IDG Germany's powerul lead-generation project, the Whitepaper Download Center, which currently has 70 clients online with more than 500 white papers. The center has drawn more than 60,000 downloads in seven months and an average of 130,000 page impressions per month. IDG Germany's goal is to have more than 100 clients and 1,000 white papers available by the end of the year.

- Market Director **Peer Jensen** spoke about IDG Denmark's experience with keywords and contextual marketing. Computerworld.dk has nine Knowledge Centers offering 66 keywords for sale to advertisers, and PCWorld.dk has 14 centers and 63 keywords. The click rate for ads served in conjunction with keywords purchased can be as much as five times better than the click-through rate of run-of-site ads.

One of the outside presenters, a representative from Revenue Science, gave an overview of behavioral targeting. While IDG Poland Online Manager **Michal Kreczmar** found that intriguing, Revenue Science doesn't operate in Poland and the options to work with such companies is limited there. "We need to make an IDG-wide deal with those kinds of solutions providers that would bring big benefits to smaller countries like Poland," he said.

Presentations from the meeting are now available in the IDG Global Meetings section of IDG Central (www.idgcentral.com). For more details about the meeting write to christina_carstensen@idg.com.

Webmasters encouraged to use wiki for collaboration

In the spirit of collaboration that the meeting encouraged, IDG Germany Application Development Associate **Christophe Urra** is inviting IDG webmasters to send him their contact information and suggestions for topics they can explore together on a fledgling IDG wiki.

Colleagues from the U.K., Italy and Switzerland have already expressed interest; others can contact Urra at curra@idgcom.de.

noteworthy people

Promotions

IDG Director of Management Development **Julie Lynch** is now Computerworld VP, Human Resources. "Since joining Computerworld this past December from her IDG Corporate post, Julie has made a significant number of contributions to our company," said CW President, Publisher and CEO **Matthew Sweeney**. "Julie spent her first few months at CW learning about our culture and our people, meeting with as many employees as she could fit into her schedule. Those that have had the opportunity to spend time with her know that she asks the right questions, but, more importantly, she is an exceptional listener. These skills coupled with Julie's depth of experience in training, professional development and recruitment will serve us well in the coming months. She is an integral part of our Executive Committee and will play a critical role in our future as we build new opportunities for Computerworld."
julie_lynch@computerworld.com

Transfers

Bonarrigo

Previously Eastern Ad Director with Macworld, **Paul Bonarrigo** joins PC World's Framingham, Mass., sales office as sales development manager. When not selling new business for PCWorld.com, he enjoys spending time with his family and coaching youth sports, primarily baseball and football.
aul_bonarrigo@pcworld.com

Returning employees

Scot Finnie is Computerworld's new online editorial director. In the early 1980s he worked for IDG's Connell Communications in Peterborough, N.H., on publications such as jr., a magazine for IBM's PCjr. More recently he was the first editor for ZDNet, then moved to CMP Media as TechWeb editor and then the editor behind the launch of CMP's 20 IT topic-based Pipeline sites. He has also worked for PC/Computing magazine and was founding editor of FamilyPC. After completing the curriculum for a media studies major at Sacred Heart University in Bridgeport, Conn., he transferred to the State University of New York/ Binghamton where he received a B.A. in English literature with an emphasis on drama. He enjoys woodworking, photography and baseball and producing Scot's Newsletter on Windows and broadband advice http://www.scotsnewsletter.com/.
scot_finnie@computerworld.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

World Update is available as a PDF

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central at (http://www.idgcentral.com).

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Bob Wescott *Computerworld*

23
Dorothy Adams *IDG Australia*

19
Steve Lennox *IDG Australia*

16
Margaret McAvenia *IDG*
Philippe de Marcillac *IDC*

15
Paula DeMeo *IDG*
Megumi Okamoto *IDG Japan*

14
Jean Dellarobba *Computerworld*
Masato Tsuchiya *IDG Japan*

13
Dana Thorat *IDC*

12
Karen Smalarz *IDG*

11
Nancy Koral *IDG Research Services*
Wolfgang Leierseder *IDG Germany*
Christine Rudalevige *Network World*
Jillian Jones *IDG New Zealand*

10
Albie Minkovitz *IDG Research Services*

9
Matthew Bennett *Digit U.K.*

8
Paul Rooney *IDG Australia*
Peter Smith *Computerworld*
Nancy Suess *InfoWorld*

7
Amy Pietchel *IDG World Expo*
Yvonne Engsig *IDG Denmark*
Lionel Lamy *IDC U.K.*
Chandra Tallman *CXO Media*

6
Pedro Villafane *IDG*
Sandra Rossi *IDG Australia*
Robert Mitchell *Computerworld*
Luisa Garcia *IDC*
Mª del Carmen Rodrigo *IDG Spain*
William Zhang *Network World*

5
Jennifer Duffin *IDG World Expo*
Jeffrey Kearns *IDG*
Leigh Mills *IDG*
Anders Huldt *IDG Sweden*
Jiro Hirose *IDG Japan*
Brian Buizer *PC World*
Richard Clooke *PC Advisor U.K.*

4
Philip Kwon *IDC Korea*

3
Nelva Riley *IDG Communications*
Joshua Martin *IDC*
Catherin Bennett *IDC Australia*
Kyoung-Min Kim *IDC Korea*
Shantini Singh *IT World Canada*

2
Anjali Chawla *IDG World Expo*
Rodney Gedda *IDG Australia*
Laurence Grayson *IDG Australia*
Dahna McConnachie *IDG Australia*
Jed Scaramella *IDC*
Judy Ou *IDC China*
Vinicius Tadeu Flores *IDC Brazil*
Carrie Mathews *CXO Media*

1
Alison Dwelley *IDG World Expo*
Daniel Marsh *IDG Corporate Sales*
Melinda Reilly *IDG Corporate Sales*
Jennifer Bishop *IDG*
Rachan Reddy *IDG Ventures Vietnam*
Sven Blaukat *IDG Germany*
Michael Crawford *IDG Australia*
Paulo Amaral *IDG Brazil*
Jason O'Leary *Computerworld*
Alan Louie *Health Industry Insights*
Matthew Healey *IDC*
Irene Wang *IDC China*
Sofia Gustafsson *IDG Sweden*
Stephanie McCallum *IDC*
Greg Adler *PC World*
Paula Nesbitt *IDG U.K.*
Bobby Graham *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

IDC New Zealand's Graeme Muller qualifies for triathlon in Maui

IDC New Zealand Country Manager **Graeme Muller** will be going to Maui this October — not necessarily to enjoy mai tais and pineapple but to compete in the Nissan Xterra World Championship triathlon. He qualified for the Hawaiian race by being one of the top finishers in his age group in the New Zealand Xterra Triathlon Championships in Rotorua last month — after only 10 weeks of training.

***Graeme Muller** has been training seven days a week for the upcoming triathlon.*

Muller said he'd competed in cross-country running, rowing and hockey "many years ago at school," then switched to triathlons at university and raced for six years. "I then spent the next 10 years being lazy," he said, until a friend asked him to be his training partner as the friend tried to get on the New Zealand Xterra triathlon team.

"Back in the day I used to train with Hamish Carter, the triathlon gold medalist at the 2004 Summer Olympic Games in Athens," Muller said. The longest race he has competed in is the New Zealand Half-Ironman Champs (2km swim, 90km cycle, 21km run), which he finished in 4 hours and 40 minutes (a full Ironman triathlon takes 12 hours or longer) and his best placing in triathlons has been 10th.

Muller said he and his partner train every day with a weekly escalating program as follows:

- Monday: 5:30 a.m. easy squad swim of 3km; easy 90-minute flat ride after work.
- Tuesday: Easy undulating 80-minute off-road run before work.
- Wednesday: 5:30 a.m. squad swim of 3.5km.
- Thursday: Uptempo ride after work on stationary bike, 1hr 20min.
- Friday: 5:30 a.m. squad swim, 3.5km.
- Saturday: Long hard run, two hours.
- Sunday: Long hill ride, four hours with 30-minute hill run.

The Maui triathlon is an off-road race, Muller said. Limited to 500 racers, it will consist of a 1.5km open water swim, a 30km mountain bike ride up and down a volcano and an 11km mountain run. Muller said he is strongest at running, "but after 30km of mountain biking sometimes you wouldn't think so. The plan is to train hardest on the bike so I am less tired when I start running. That way I can run fast."

Muller said he's had no accidents or disasters yet — at least not in this sport. "I did smash my face into the back of a London bus once when I fell asleep cycling down Bayswater Road. And I have two titanium plates holding my face together, thanks to a flying hockey stick."

Asked what he gets out of competing in triathlons, Muller said, "The feel-good factor. There is nothing like cycling with your mates along a ridge line on a beautiful day, the adrenaline of hitting 80km/hour (50 miles/hour) downhill on a gravel road, and the feeling of achievement as you cross the finish line. Oh, yeah, and that cold beer at the after party."

For more information on the Maui Xterra Triathlon go to http://www.xterraplanet.com/races/race.cfm?race_id=365. Contact Graeme Muller at gmuller@idc.com. WU

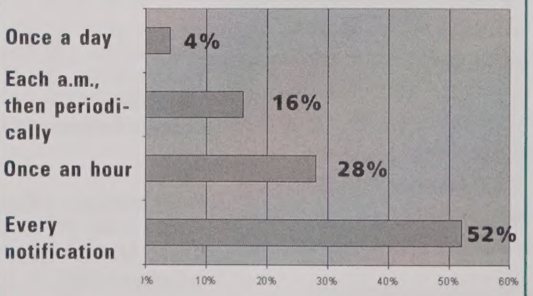
New this week on IDG Central's Writing Workshop: "Catchphrases gone wrong"

Have you encountered too many "bells and whistles" in your writing? What about "speeds and feeds?" Find out how to avoid ill-conceived phrases in the next series of tips in IDG Central's Writing Workshop series. Each week PC World Senior Copy Editor **Steven Gray** and his now-retired colleague Barbara Lewis look at various flawed sentences they've encountered recently and explain how they would correct (or sidestep) their problems.

The current week's tips as well as more than a year's worth of archived columns are on http://www.idgcentral.com. See "Writing Workshop" in the left navigation bar.

Question of the Week for May 8

How often do you check e-mail at work?



Log on to http://www.idgcentral.com to vote on this week's question: What's your exercise routine?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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PCW's Harry McCracken tapped as expert for TV programs *page 5*

Quick poll: Copy editors reveal their best saves and most-looked-up rules *page 8*

New CMS, search engine at heart of Computerworld.com

Newly launched site is more contextual and flexible for all types of content

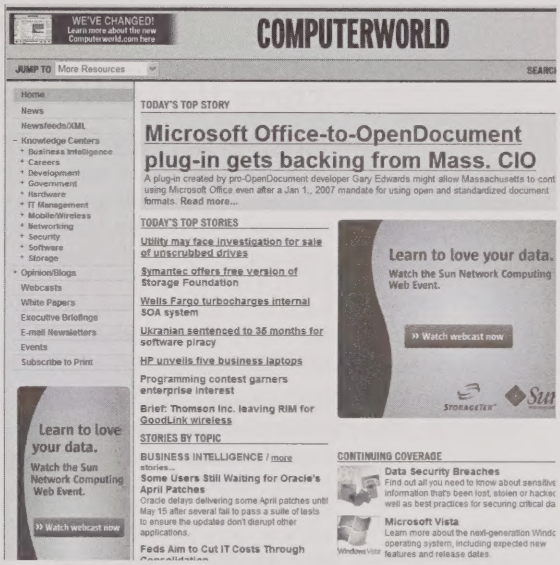
Computerworld's site redesign looks new — the banner is now bright yellow — but the biggest changes are below the surface.

According to VP/General Manager Online **Martha Connors**, the site (http://www.computerworld.com) has been rearchitected and a sophisticated content management system from Interwoven as well as a search engine from Iphrase Technologies is at the center of the redesign.

"We wanted to make the site much more contextual and more flexible for all types of content, including editorial, vendor and community content," Connors said.

CW news editors can now update breaking news stories in real time as the stories develop, and the stories are shaped to showcase the site's new resources and deeper context. Readers – who number

continued on page 4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Events
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» Watch webcast now
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Sun
Windows Vista

TODAY'S TOP STORY

Microsoft Office-to-OpenDocument plug-in gets backing from Mass. CIO

A plug-in created by pro-OpenDocument developer Gary Edwards might allow Massachusetts to cont using Microsoft Office even after a Jan 1., 2007 mandate for using open and standardized document formats. Read more...

TODAY'S TOP STORIES

Utility may face investigation for sale of unscrubbed drives

Symantec offers free version of Storage Foundation

Wells Fargo turbocharges internal SOA system

Ukranian sentenced to 36 months for software piracy

HP unveils five business laptops

Programming contest garners enterprise interest

Brief: Thomson Inc. leaving RIM for GoodLink wireless

STORIES BY TOPIC

BUSINESS INTELLIGENCE / more stories...

Some Users Still Waiting for Oracle's April Patches

Oracle delays delivering some April patches until May 15 after several fail to pass a suite of tests to ensure the updates don't disrupt other applications.

Feds Aim to Cut IT Costs Through

CONTINUING COVERAGE

Data Security Breaches

Find out all you need to know about sensitive information that's been lost, stolen or hacked well as best practices for securing critical da

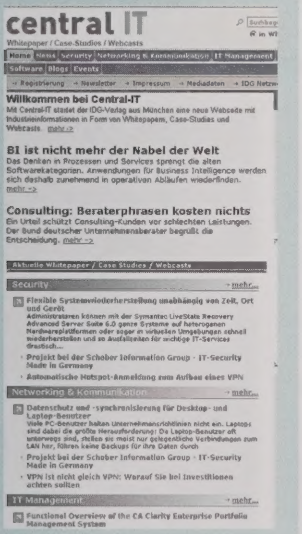
Microsoft Vista

Learn more about the next-generation Windc operating system, including expected new features and release dates.

The site's previous horizontal navigation bars have been replaced with one vertical bar down the left side of the screen.

IDG Germany launches centralized white paper library

Central-IT proving a valuable source of new traffic, fresh leads across sites


central IT
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Suchbeg
in Wl
Home
News
Security
Networking & Kommunikation
IT Management
Software
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Events
→ Registrierung
→ Newsletter
→ Impressum
→ Mediadaten
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Aktuelle Whitepaper / Case Studies / Webcasts
Security
Networking & Kommunikation
IT Management
→ mehr...

Willkommen bei Central-IT

Mit Central-IT startet der IDG-Verlag aus München eine neue Webseite mit Industrieinformationen in Form von Whitepapern, Case-Studies und Webcasts. mehr ->

BI ist nicht mehr der Nabel der Welt

Das Denken in Prozessen und Services sprengt die alten Softwarekategorien. Anwendungen für Business Intelligence werden sich deshalb zunehmend in operativen Abläufen wiederfinden. mehr ->

Consulting: Beraterphrasen kosten nichts

Ein Urteil schützt Consulting-Kunden vor schlechten Leistungen. Der Bund deutscher Unternehmensberater begrüßt die Entscheidung. mehr ->

Flexible Systemwiederherstellung unabhängig von Zeit, Ort und Gerät

Administratoren können mit der Symantec LiveState Recovery Advanced Server Suite 6.0 ganze Systeme auf heterogenen Hardwareplattformen oder sogar in virtuellen Umgebungen schnell wiederherstellen und so Ausfallzeiten für wichtige IT-Services drastisch...

- Projekt bei der Schober Information Group - IT-Security Made in Germany
- Automatische Hotspot-Anmeldung zum Aufbau eines VPN

Datenschutz und -synchronisierung für Desktop- und Laptop-Benutzer

Viele PC-Benutzer halten Unternehmensrichtlinien nicht ein. Laptops sind dabei die größte Herausforderung: Da Laptop-Benutzer oft unterwegs sind, stellen sie meist nur gelegentliche Verbindungen zum LAN her, führen keine Backups für ihre Daten durch

- Projekt bei der Schober Information Group - IT-Security Made in Germany
- VPN ist nicht gleich VPN: Worauf Sie bei Investitionen achten sollten

Functional Overview of the CA Clarity Enterprise Portfolio Management System

Central-IT's white paper library currently contains more than 550 documents and registered more than 60,000 downloads in the past six months.

IDG Germany introduced a service for the IT business market this month that will serve as a one-stop information destination for IT decision makers and a powerful lead-generation platform for marketers looking to reach those executives. The service, called Central-IT (http://www.central-it.de) is a repository of vendor-supplied white papers, webcasts, case studies and product information organized in nine fully searchable topic channels. The centralized site is integrated with IDG Germany's online network, which includes CIO, Computerwoche, Computer-Partner, PC-WELT and tecCHANNEL.

This new site is the logical outgrowth of the white paper library introduced successfully on the IDG Germany online network last August, said **Frank Klinkenberg**, publisher of Macwelt and tecCHANNEL. That library currently contains more than 550 documents and registered more than 60,000 downloads in the past six months, "emphasizing the keen interest users have in this kind of information," he noted.

Frank Klinkenberg *was instrumental in launching Central-IT for the IDG Germany network of sites.*

An intelligent search function focused on IT topics ensures a high level of user friendliness and relevance of the information provided, Klinkenberg said. Central-IT users can direct their search inquiries to any of the nine topic channels — security, data management, IT management, networking, operating systems, hardware, software, Internet and news — or the entire online contents of the IDG Germany network or the Internet itself, Klinkenberg said. The site also features blogs from the IDG Network written by both staff and freelancers, international news headlines

continued on page 5

New webcasts from Bob Carrigan, Matthew Yorke available on IDG Central

IDG employees are invited to visit IDG Central to view two new webcasts from IDG Communications President **Bob Carrigan** and IDG VP, Corporate Sales **Matthew Yorke**.

In his presentation, Carrigan discusses second-quarter results for the seven U.S. media business units as well as IDG World Expo, IDG Corporate Sales, IDG List Services, and IDG Research Services. In addition, he explores a few key initiatives currently being undertaken around the company.

Carrigan

Yorke

In a presentation entitled, "Taming Integrated Sales," Yorke discusses the challenges and opportunities involved in selling integrated solutions. Among the keys to success, he said, is demonstrating a thorough understanding of the client's business issues and goals.

View the webcasts at http://www.idgcentral.com.

Three IDG titles included in BtoB's Media Power 50 list

CIO, Computerworld and InfoWorld were included in BtoB magazine's annual Media Power 50 list, a ranking of the top 50 business-to-business media venues in 2005. All were included in the IT Magazine category.

BtoB noted that CIO's Web site won a prestigious Jesse H. Neal award from American Business Media, Computerworld's ad revenue was up 4% over the previous year, and InfoWorld attracted more than $45 million in ad revenue although ad pages were down from 2004.

The venues in the Top 10 included print titles such as The Wall Street Journal, which has had the top spot since the listing began in 2000, Web sites including Google and Yahoo!, and TV programs such as ESPN's Sports Center.

In compiling their list, BtoB editors evaluated data including ad revenue and audience and interviewed about two dozen top media buyers, advertisers and industry analysts for their opinions on the most powerful and targeted b-to-b advertising venues.

To see the full list, visit http://www.btobonline.com.

Carrigan receives sales honor from min's

IDG Communications President **Bob Carrigan** was one of eight publishing executives to be inducted into min's (media industry newsletter) Sales Hall of Fame on May 17 in New York. He was cited for differentiating himself from many of his peers in "the amount of thought and attention that must go into moving content from print to online."

In min's special report on its awards program, it was noted that "Carrigan went from the bottom of the proverbial food chain as an IDG Digital News intern to the helm, with global responsibilities and oversight of media business units in the U.S."

Other inductees included former president and CEO of Fairchild, Mary Berner; GQ publisher, Peter Hunsinger; Cosmopolitan Publishing Director, Donna Lagani; and Ed Kelly, president and CEO, American Express Publishing.

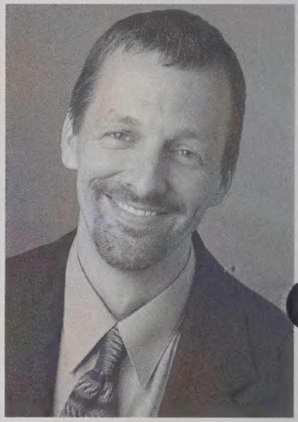
THE WESTIN
NEW YORK
AT TIMES SQUARE

HOWARD SHOLKIN

Bob Carrigan *addressed the audience at his induction into the min's Sales Hall of Fame earlier this month.*

CSO magazine's Derek Slater named to BtoB's Top Innovator list

CSO magazine Editor-in-chief **Derek Slater** was named a "Top Innovator" by BtoB's Media Business Magazine. Selected from a pool of BtoB magazine editors across the U.S., Slater was recognized for his skill in keeping CSO editorial at the forefront of security reporting, providing thought leadership to readers and leveraging the csoonline.com Web site as a channel for building a "security-smart" culture.


Slater

"This is a wonderful honor for Derek, as well as a nod to the entire CSO editorial and Web staff for their continued efforts to push the envelope and deliver hard-hitting information that keeps our loyal readers and Web site visitors continuously coming back for more," said **Michael Friedenberg**, CEO of CXO Media.

Crawford addresses MPA audience

Colin Crawford, IDG senior vice president, Online, spoke to two dozen media industry executives at a Magazine Publishers of America (MPA) Vertical Search program in New York on May 17.

Crawford explained how IDG's transition from print to online is gaining momentum and stressed the importance of the IDG Connect database and TechWords contextual search program to the company's online business.

Representatives from Conde Nast, BusinessWeek, Time4 Media, and Martha Stewart Living were among the attendees.

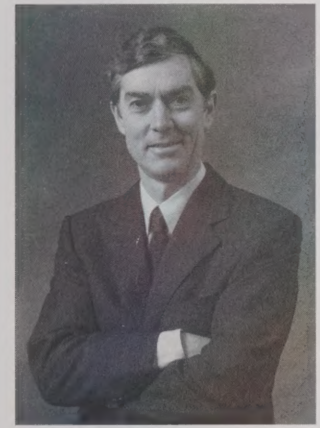
SHOLKIN

Colin Crawford *described IDG's TechWords contextual search program and the IDG Connect database at an MPA Vertical Search program.*

the interview

one on one

Kirk Campbell
The president & CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.



> *"IDC is keeping up with the new media world while sticking to our core mission of providing high value, quality content for focused audiences."*

Q How is IDC shaping up financially so far this year?

A IDC has done well during the first half of FY 2006. We are on target with the operating profit budget. Our excellent sales professionals were able to achieve record sales results in our two most important bookings months of the year, namely December and March. This is the first time that IDC has sold more than $150 million in the first half! A couple of major customers reduced their spending with IDC, but we were able to make up the shortfall with other key clients. IDC's Vendor business revenues grew by 10% for the first half compared with the prior year. IDC's new Insights business units, which are focused on providing technology research advisory services to end users, grew by 70%. As a result, IDC's total revenues grew by 12%. We currently are forecasting that IDC should either achieve its full year profit budget or come close to the target. Our goal is for IDC to once again earn a higher annual profit margin than our two main competitors, Gartner and Forrester.

Q For both the U.S. and IDC worldwide, what percentage of revenues is from events compared with research products and services?

A IDC's conference business in the U.S. will be about 4% of U.S. revenues in FY06, while conferences in our international business units will be 16% of international revenues. In terms of total IDC revenues, conferences will make up about 10% of IDC's revenues this year. IDC conferences as a for-profit business product line were launched a number of years ago in IDC EMEA [Europe, Middle East & Africa]. Our successful European conference business model has been duplicated in recent years throughout IDC's other key regions of Asia/Pacific, Latin America and North America. **Roberto Masiero**, president of IDC EMEA & Worldwide Conferences, serves as the overall product line champion and is leading the sharing of best practices among our highly qualified team of conference managers worldwide. As a result, IDC is offering in 2006 more than 300 technology-focused conferences in 52 countries, making IDC the leading global provider.

We are very pleased to be launching our first annual flagship U.S. event, the IDC IT Forum & Expo, on June 14-16 in Boston. The theme of the IT Forum will be "IT-enabled Business Transformation: From Vision to Reality." We are expecting to have many high-level CIO and business executives in attendance. IDC EMEA is very pleased to be hosting, for the 16th consecutive year, our European flagship event, the European IT Forum, Sept. 25-26 in Paris. The theme of the European IT Forum will be "The Business Agenda for the Connected World: Globalization & Innovation."

Q Is IDC constrained from strategic activity growth (i.e. acquisitions) because of its organic growth model?

A IDC has an excellent track record in terms of start-ups and launching new businesses, as does the rest of IDG. Our preference is to grow with our existing employee team and, as necessary, add new employees (where we don't have the requisite expertise in-house) since this is the best fit with our culture and provides the best career growth opportunities. However, IDC is under no constraints regarding acquisitions. IDC acquired Meridien Research at the end of 2002, and this became the core asset in our first Insights business unit launch, Financial Insights, which COO & Managing Director **Michon Schenck** has built into a leading financial services technology research advisory company. **Dennis Philbin**, senior VP of Vertical Business Units & New Ventures, is constantly on the lookout for high quality research advisory companies at the right price, which, if we acquired them, would accelerate the growth of IDC's Insights businesses units. IDC plans to acquire additional focused research units like Meridien in order to expand our strategically important end-user research advisory businesses.

Q How will IDC adapt to a new world in which competitors are using blogs, wikis and other methods for getting information out quickly and tactically vs. the continued IDC emphasis on long production time, hard copy reports?

A IDC is more up-to-date than you may think. Of course, all of IDC's research is delivered to customers online via the password-protected section of IDC.com or, if customers prefer, we can provide a direct feed into their internal company intranet to make it easy for clients to find IDC research quickly. By far the most popular way for our clients to access our research is online. We still print the hard copy reports as an additional delivery option for clients since there are times when customers like to have a hard copy (for example, it is handy to read a report on the airplane).

In terms of turnaround time, IDC delivers much of its research information rapidly. Our Tracker products which are a core part of IDC's subscription business

continued on page 7

Computerworld

continued from page 1

CAROLINE MEWING

A subset of Computerworld.com's team includes (l-r): ***Bill Rigby**, **Heidi Squires**, **Kathy Snow**, **Martha Connors**, **Kathryn Goryl**, **Ian Lamont**, **Sue Cahill**, **Dawn Petersen**, **Joyce Carpenter**, **Johanna Himes**, **Gregg Pinsky**, **Lucas Mearian**, **Peter Smith**, **Kevin Gerich**, **Marian Prokop**, **Rick Buroni*** *and* ***Gregg Linde**.*

1.4 million per month — can use nearby links to read vendor white papers and blogs related to the stories they're reading, post comments and vote in polls.

> *"Trust is different online. Trust online is, 'You're going to give me all the information I need.'"* -- Martha Connors, VP/general manager Online, Computerworld

Readers use the Web differently than a magazine, Connors said. "Online has more of a content strategy than a strictly editorial strategy. Users have an information-seeking mentality, and some of the information they want and need comes from vendors. They are comfortable understanding that some information comes from vendors as long as it's clearly labeled, so we're putting a news story right next to a relevant white paper from Microsoft, for example. Trust is different online. Trust online is, 'You're going to give me all the information I need.'"

According to **Scot Finnie**, CW online editorial director, the redesign will help bring readers more deeply into the site's content. "We're really slicing and dicing our content in terms of topics that IT readers are interested in. There are at least two news headlines for every major topic in our knowledge centers, so if you go to, say, the security center you'll find more than news on the latest scare."

The knowledge centers on 11 IT topics offer articles, research, webcasts, blogs and vendor zones. An Executive Briefing section provides links to a library of vendor-supplied white papers, allowing readers to educate themselves on IT topics.

The Executive Briefings, IT Management Surveys and editorial webcasts also serve as lead-generation opportunities for vendors as well as Computerworld. "We can remarket Computerworld to [registered users] and put their information in the IDG Connect database," Connors said. "The idea is not to spam them, but when they register for, say, an IDG World Expo event, we will already know a lot about them."

While knowledge centers were on the earlier version of CW.com, "They're now more closely and better linked to related content," said Online Projects Editor **Ian Lamont**. "Before, links had to be created manually; it's now more automatic on the back end. Thanks to the key words assigned to a particular topic, content is better threaded together and pulls in more subcategories."

Connors said she and her team emphasized contextualization to improve reader and advertiser usability of the site. Computerworld is likely to rise to the top of search engine results thanks to the site's 'metatagger,' which automatically tags relevant keywords in Computerworld stories. "Where editors in the past have had to tag the stories themselves, with some people doing that better than others, this system generates 100 or more metatags relating to an article that editors can look at and choose from," Connors said.

Computerworld.com's own search engine now offers a broader range of site results, including special reports, white papers, and vendor webcasts, along with content from Computerworld and the sites of such sister publications as Network World and InfoWorld. The site's improved keyword contextualization lets Computerworld offer relevant ads with that content.

Scalability is also "a very big priority" for the rearchitected site, Lamont said. "If we're planning on increasing the site traffic twofold, we need the hardware and software that can handle it. We'll be discussing the site's future growth in the next few months, but growing it by leaps and bounds is part of the plan."

The site's previous horizontal navigation bars that ran across the top of the page have been replaced with one vertical bar down the left column. As for the lemon-yellow banner, "people either love it or hate it," Connors said, "and that's what we wanted. It's meant to look much bolder. So many people come to a site from a search engine that you need to let them know where they landed and give them a sense of context. We want people to recognize the site and keep coming back to it."

For more information contact Martha Connors at martha_connors@computerworld.com. WU

May 22, 2006

Editor-in-Chief, Custom Publisher (CCI)

The Editor-in-Chief sets strategy for all the publications and is responsible for all content development from concept through production of same. The Editor-in-Chief manages staff and all resources within the editorial department to achieve the highest level of quality and productivity. Responsibilities include: Hiring and supervising editorial staff; Assigning articles and working with editors, authors and educational technology writers fro both print and online content; Working with designers to achieve the strategic goals of clients; Collaborating with Business Development, offering creative and conceptual thinking for new product development; Developing and directing the Company's overall publishing strategy; Collaborating with clients on the strategic direction of their publications. Successful experience required: Demonstrated understanding of technology and education issues and trends; Delivering high-quality publications with multiple deadlines; Excellent interpersonal and communication skills; Experience managing editorial staff; Editorial experience on an educational technology publication; Experience writing high-quality articles on a variety of educational and educational technology topics; Standard productivity applications, including Quark, InDesign, Microsoft Word and PowerPoint; Minimum of 7 years experience editing and writing in magazines for the education space. Please send resume and letter of interest to jcampbell@ccicrosby.com. ***Location: Boston, MA***
Contact: J. Campbell, Fax: 617-254-9776, Phone: 617-254-9481 x18, Email: jcampbell@ccicrosby.com

Receptionist (CSV)

IDG Central Services seeks a dependable, service-oriented individual to provide reception, administration and office support services. Responsibilities include: greeting and directing all visitors; answering and routing all incoming calls; maintaining the telephone directory; processing incoming and outgoing facsimiles; serving as back-up support within the department; and other duties as assigned. As the first point of contact, the ideal candidate will be punctual, flexible, organized, have strong interpersonal skills, and will be able to prioritize multiple tasks while remaining professional and courteous at all times. Requirements include a high school diploma or general equivalency certificate, a general understanding of common office practice and procedures, and basic computer proficiency in email and word processing. ***Location: San Francisco, CA***
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Departments Editor (CXO)

CIO Magazine is looking for an energetic, hard-working Departments Editor who understands and loves information technology. The job entails editing short, front-of-the-book newsy items, a bi-monthly technology column, other columns as necessary and the occasional feature. You will report to a senior editor; work with designers; contribute and develop story ideas and take part in group discussions; develop a beat or area of technology/business expertise; work on the magazine's web site; participate in and contribute to CIO conferences. Candidates must have a good knowledge of information technology and at least 3 to 5 years experience in newspapers or magazines, with a significant part of that spent in the business/technology area. Some travel expected. An opportunity to grow as a journalist and editor. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Applications Developer (IDC)

The IDC IT group is seeking an Application Developer who has experience creating and enhancing software applications that are used both internally and externally in IDC. Most applications are web based in order to support IDC's global infrastructure and customers. *Responsibilities and Clients:* The individual in this position will play a key role in mission-critical system design, development and deployment on all of IDC software platforms. Systems cover all aspects of IDC's business including content management, analysis tools, customer searching tools, delivery mechanisms and data input. The Application Developer will primarily interact with technical leads in the development group. The individual in this position can be responsible for several pieces of design including front end, back end and business logic. *Skills and Experience:* At least 4 years of working experience with a relational database and stored procedures/packages. Oracle pl/sql is preferred but SQL Server transact/SQL will be considered. At least 2 years of JAVA and JSP experience or equivalent is required. Additional experience with Excel, Verity, Microsoft Word object model and VBA is also desired. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Director, Software Consulting (IDC)

International Data Corporation has an opening in its Framingham, Massachusetts office for the position of Director, Software Consulting. Responsible for business development, which includes understanding client needs and proposing solutions, writing proposals and presenting to clients. Responsible for project execution, which includes leading and managing projects, working with project teams to design, plan and guide the project and creating and monitoring budgets and project workplans. Responsible for delivery and follow-up. Must possess at least a bachelor's or its equivalent in Business Administration and relevant work experience. Experience with consulting in the IT or Telecom industry in one or more of the following Emerging Markets: Latin America, Eastern Europe, Middle East & Africa, Asia Pacific (excluding Japan); Survey Design & Management including sample size determination, questionnaire design & development, and survey results analysis; advanced data analysis including creating and managing market models (using Advanced Excel); developing accurate project pricing; developing and conducting sales presentations (using advanced PowerPoint); negotiating and closing contracts; writing strategic business plans; creating and analyzing pro-forma income statements and cash flow statements, and Project Management. Forward resume to Leslie L. Bachand, Senior Benefits Specialist, International Data Corporation, 5 Speen Street, Framingham, MA 01701. ***Location: Framingham, MA***
Contact: L. Bachand, Fax: 508-935-4432, Phone: 508-935-4624, Email: lbachand@idc.com

Research Analyst, Enterprise Tracker (IDC)

The Tracker Analyst position at IDC provides a unique opportunity to work closely with the Enterprise (server, storage, software, security) research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. This role will afford an analyst the unique opportunity to learn about this industry from the ground up. The analyst will develop collaborative working relations with U.S. and IDC regional analysts as well as the vendor, end-user and financial communities. Key responsibilities include assisting in the delivery of the four Tracker products to clients quarterly, ensuring the data has the highest level of quality and integrity through data analysis and reconciliation, analyzing vendor's quarterly financial statements to increase market awareness, interacting with worldwide and regional analysts to streamline the data process, and providing input to our database/application development efforts. The successful tracker analyst must have strong facility with quantitative analysis, Excel & Access, and experience working with database products. Experience with VBA is a plus. In addition, the individual needs to have writing, presenting, and communication skills that will lead to strong client relations. A Bachelor's degree is required, with a focus in finance, math, economics, or market research a plus. 4-7 years of business experience in market research, finance, or project management is required. We are seeking someone who is collaborative, decisive and entrepreneurial. This role involves some U.S. travel.
Location: Framingham, MA
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Event Manager (WEC)

IDG World Expo has an exciting opportunity for a seasoned professional to manage multiple conference programs. The Event Manager has P&L responsibility, and will be responsible for setting a management tone that ensures high-quality content delivery and exceptional service to attendees and sponsors. This position oversees sales, marketing, and conference development for assigned conferences and is chartered with the creation of an annual strategic positioning plan for each brand as well as the identification and recommendation of brand extension opportunities and new event ideas. The Event Manager will maintain all external and industry relationships including key clients, user groups, government agencies, and trade associations. This position reports directly to a VP of Events. Candidates should have experience in conferences, proven management and business development skills, and the ability to promote growth and development in a fast-paced business. Candidates must demonstrate a track record of successfully guiding events from conception to execution, the ability to reach out and engage with market leaders as well as proven management and staff development capabilities. Some travel is required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

IDG

Current Jobs, Week of May 22, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Edit	Copy Editor	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Edit	Editor-in-Chief, Custom Publisher	Boston MA	Judy Campbell	jcampbell@ccicrosby.com	617-254-9481
CXO Media						
	Cust Pub	Program Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Departments Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
IDG Central Services						
	Admin	Receptionist	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Legal						
	Legal	Paralegal	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
Mac Publishing						
	Sales	Account Manager	San Francisco CA	Janet Ryan	janet_ryan@macworld.com	415-243-0505
Network World						
	Cust Serv	Member Services Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Events	Event Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Web Application Developer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Ad Sales	Sales Administrator	Paramus NJ	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
World Expo						
	Events	Event Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Cons	Consulting Director, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cons	Director, Software Consulting	Framingham MA	Leslie Bachand	lbachand@idc.com	508-935-4624
	Cust Serv	Analyst Account Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Market Development Manager, Services and IDeAS Researc	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Marketing Intern, New Business Initiatives	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Investment Research Service	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Director, Business Process Integration & Deployme	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analsyt, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Internet Security Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Intern, Vertical Group	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Consumer Markets: Gaming	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Customer Service Representative, Sector East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Sector West Custom Solutions	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	VP, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Tech	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Research Intern, Energy Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Financial Insights						
	Research	Group Vice President, WW Banking and Insurance	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Financial Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Cons	Consulting Director, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Manufacturing Insights						
	Research	Research Intern, Manufacturing Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

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PCW's Harry McCracken tapped as expert for TV programs

IDG WORLD UPDATE

Harry McCracken *said he enjoyed the opportunity to spend some time "thinking nostalgically about the history of personal computing."*

When PC World posted its "50 Greatest Gadgets of the past 50 Years" (http://find.pcworld.com/51154) feature on its Web site last December, the staff knew almost immediately it had a hit on its hands when the story hit 1,000,000 page views in less than a week. Among those who took note were producers at The History Channel and The Discovery Channel, each of whom approached PC World VP/Editor-in-chief **Harry McCracken** to participate in upcoming TV programs dealing with some of the products highlighted in the feature.

"80s Tech," which will premiere during the History Channel's "Great Inventions Week" examines key technology innovations of the 1980s (think Pac-Man, Sony Walkman and the first CD players). McCracken was one of several industry figures interviewed for the program (others include Apple Computer co-founder Steve Wozniak, and officials from Sony, Intel and the Computer Museum). Among the dozens of questions McCracken was asked to respond to:

- In terms of technology and pop culture, what do you remember most from the 80s? ("How video-games like Pac-Man entered the public consciousness and moved beyond arcades to spawn a TV show, a hit song, best-selling books, etc.")
- What kind of computer and other gadgets did you personally have or use in the 80s? ("I was a TRS-80 fanatic and an Amiga diehard.")
- What are some of the coolest tech gadgets that we have today?("Two that mean the most to me at the moment are my XM satellite radio and TiVo digital video recorder.")

The Discovery Channel taping, which took place last month, was for a program entitled "Inventions that Changed the World." McCracken was interviewed for a segment on the iPod and discussed many of the technologies and products that preceded the development of the iPod.

McCracken said he is unsure how much of either interview will actually make it into the final programs, but said that he enjoyed the experience regardless. "Usually people come to us for expertise about what's new and what's next. But it was fun to spend some time thinking nostalgically about the history of personal computing."

"80s Tech" is scheduled to air on The History Channel May 24 at 10 p.m. Eastern and Pacific time. The Discovery Channel's "Inventions that Changed the World" has not yet been scheduled. WU

IDG to license German platform for use in U.S. white paper library

Frank Klinkenberg, publisher of Macwelt and tecCHANNEL, was responsible for the high-level design of IDG Germany's new white paper platform. Built on a content management system called SiteFusion, previously developed by IDG Germany, co-development with technical partner nbsp GmbH began last April, and the platform went live in August. Klinkenberg and his team have spent the intervening months implementing various enhancements.

IDG International Publishing Services, VP Information Technology **Morris Effron** said that IDG Connect is currently developing a similar U.S. media library using this platform, which will be hosted by nbsp GmbH. This library will launch in June. It will be the new public face of http://www.idgconnect.com and will be threaded across the network of IDG U.S. Web sites to complement the premium white paper libraries they currently have, providing visitors with additional valuable vendor content, he said.

Central-IT

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from the IDG News Service and information about the more than 40 IDG Germany events and Web seminars offered during the year.

In its first phase. Central-IT is not being sold as a stand-alone product, Klinkenberg noted. "Our sales teams are selling the white paper library in their own Web sites, so all the documents are available in the white paper download centers at each site. Lead-generation programs run across all of the sites, so the vendors can reach targeted groups, not simply publication-specific audiences," he said. Users who come across Central-IT during Web searches are directed to the other Web sites in the IDG Network, and it is proving to be a valuable source of fresh traffic and new leads for these sites.

By next month, his team hopes to have added content and further optimized the site with more detailed white paper descriptions, photos, more video content and a powerful reporting tool. At that point, Klinkenberg said, they will begin marketing Central-IT as a stand-alone product.

Klinkenberg said clients will typically purchase Web space for up to 20 white papers per year for a cost of 3,000 euros (US$3,846). Shorter durations are available and lead-generation programs are optional starting with 50 euros ($64.00) per lead. Pricing varies depending on the criteria required by the client. Klinkenberg said that the centralized structure of the Central-IT download center helps to drive enough traffic and new readers from all the sites in the IDG Network to ensure that they can continue to meet the increasing lead generation needs of their clients.

Klinkenberg also noted that user registrations from Central-IT are being compiled into a customer database with the goal of consolidating all subscriber — print, event, newsletter, premium, Central-IT, etc. — information into one database. He said that his group also plans to offer its white paper platform to non-competitive publishers on a revenue share basis.

Write to fklinkenberg@tecchannel.de. WU

noteworthy people

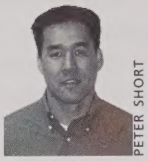
New employees

Daniel Shaw joins IDG Communications U.K. as advertisement manager for PC Advisor, coming from VNU where he was assistant group sales manager for the company's U.K. enterprise and channel publications. He studied law at King's College and enjoys "absolutely any sport. I love football, rugby, golf, and squash and am an avid horse racing follower. I'd love to buy a racehorse in the next few years — or maybe just the leg of one!" He is engaged to be married in October. "I think buying the ring was more daunting than the actual proposal," he said. *daniel_shaw@idg.co.uk*

IDG Communications U.K. has hired **James Gordon** as classified sales executive for Digit; he has already taken Digit from one page of classified ads to four pages. He was previously head soccer coach for a school and a private children's club near Clearwater, Fla. James has a B.S. in business administration with a concentration in management from Lincoln Memorial University in Harrogate, Tenn. After graduation he moved to Tampa, Fla. "Then my visa expired and I returned (grudgingly) to England, and targeted London to start my career. I always hope to return to live in the U.S., as I love the culture, people, and lifestyle." *james_gordon@idg.co.uk*

Previously sales director for ZDNet, **Martin Taylor** is now sales manager for IDG Communications U.K.'s Techworld. A graduate of the University of Warwick, he holds a B.A. with honors in American history and politics. Away from the office he enjoys golf, tennis and gardening. *martin_taylor@idg.co.uk*

IDC Framingham has hired **Andy Fong** as a Go-To-Market Services engagement manager. He was previously a program manager with Student Advantage, overseeing student membership sales to universities and colleges. He holds a B.S. in management from Bentley College in Waltham, Mass., and enjoys volleyball, cycling, golf and hiking. *afong@idc.com*


PETER SHORT

Fong

Marketing Specialist **Caroline Patterson** comes to IDC Framingham's Mobility, Computing, Consumer and Telecom Research group from her role as research study coordinator at the Massachusetts Mental Health Center. A graduate of the University of North Carolina/Chapel Hill, she holds a B.A. in journalism and mass communication. She enjoys ballet, jazz and hip-hop dance and is a member of the Tandem Dance Company. *cpatterson@idc.com*

PETER SHORT

Patterson

IDG Entertainment has hired **Michelle Torrey** as a regional sales manager. She was previously a regional sales director with Future and earned a B.S. from Northern Arizona University in Flagstaff, Ariz. She enjoys snowboarding, gardening and "raising my two beautiful little girls." *mtorrey@idg-entertainment.com*

Michael Brown joins IDC's Health Industry Insights division as a consulting director, coming from his role as principal consultant with MSB Associates, a company he founded. He holds a B.S. in microbiology and an M.A. in biomedical communications from Ohio State University. He enjoys performing in classical choral groups, community theater and stand-up comedy. *mbrown@idc.com*

PETER SHORT

Brown

A new college graduate with a B.A. in business management and marketing from Boston's Northeastern University, **Kristen Margulis** joins IDG World Expo as a conference specialist. She was previously a marketing and event assistant with Match Events, Inc. and enjoys working out, reading and shopping. *kristen_margulis@idg.com*

Returning employees

Once a webcast producer with ITworld.com, **Lisa Boles** joins CXO Media as a rich media producer, coming from NKP Media where she held a similar title. She earned a B.A. in theater from Connecticut College and an M.S. in broadcast journalism from Boston University's College of Communication. She enjoys theater, knitting and reading. She has passed the test to be on the quiz show "Jeopardy!" and is in the active pool of potential contestants. *lboles@cxo.com*

Information for this section can be sent to world_update@idg.com. Human Resources staff can request a Noteworthy form to distribute to new hires by writing to the same address.

IDC address changes in Israel and Peru; new Adriatics office

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Miraflores
Lima 18
Peru
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World Update is available as a PDF

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Got an idea? Send it here

The IDG World Update editors welcome comments, suggestions and story ideas. Write to world_update@idg.com. If you think your business unit isn't represented enough in the newsletter, write to us or use the "Submit News" button on the home page of IDG Central.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Michelle Reyes *PC World*

21
Don Best *IDC*

19
Mary Musgrave *IDC*
Michael Deutsch *IDC*

18
Anthoula Andrisani *IT World Canada*
Vicki Peilen *PC World*
Bruce Buckman *IDG New Zealand*

17
Eric Cormier *Network World*

16
Mandy Tse-Wong *IDG*
Adele Lee *IDC*
igi Wang *IDC*

15
Trace Wetherford *IDC*
Randy Ross *PC World*

12
Elisabeth Rainge *IDC*
Jim Sullivan *IDG International Publishing Services*

11
Michael Goldberg *CXO Media*

10
Shelley Aronson *IDC*
Ann Hall *IDG Australia*
Julie Kaufman *IDC Canada*
Jim Westcott *IDC Canada*
Tom Wailgum *CXO Media*
Kate Ward *IDG New Zealand*

9
Avneesh Saxena *IDC Hong Kong*
Toby Hurlstone *IDG U.K.*
Amy Schurr *Network World*

8
obert O'Donnell *IDC*

7
Richard Green *IDG List Services*
Sandy Weill *Computerworld*
Jonathan Guloyan *IDC*
Ludmila Kozina *IDC*
Marc Lowell *IDC*
Karen Hulsbos *IDG Australia*
Denise Watzema *IDG Netherlands*

6
Bill Rigby *Computerworld*
Todd Weiss *Computerworld*
Brian Bingham *IDC*
Thomas Heim *IDC*
Scott Saunders *IDC*
Erik Junesjö *IDG Sweden*
Francis Chang *IDC Canada*
Jennifer Werner *Mac Publishing*
Annie Slobogan *CXO Media*

5
Terese Patterson *IDG*
Jesus-Antonio Arroyo *IDC*
Tony Leung *PC World*
Beth DeVillez *CXO Media*

4
Jon Udell *InfoWorld*

3
Maureen Coughlan *IDC*
Luciana Almeida *IDC Brazil*

2
Xiao-Fei Zhang *IDC*
Jakub Stolarski *IDC*
Narasu Rebbapragada *PC World*
Carina Rivera *PC World*

1
Corinne Nowak *IDG*
Dorothy Yang *IDC China*
Jeffrey Dong *IDC China*
Joyes Lim *IDC Singapore*
Rosie Lombardi *IT World Canada*
Andreas Kloss *IDG Sweden*
Paul Nesbitt *IDG U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

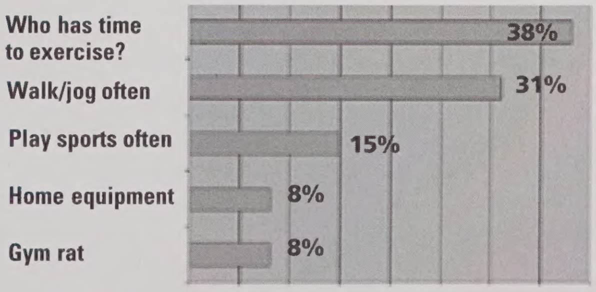
provide customers with an online database of market share and forecast data which is updated quarterly on strict delivery deadlines. Many technology companies rely on the IDC Trackers to measure the success of their businesses and determine tactics to be more successful. IDC's IT Advisory Tools products include an online database with pricing information on more than 40,000 products worldwide with information updated daily by IDC analysts. This information is used by technology vendors to track product pricing trends and by procurement professionals to obtain the best prices from their technology suppliers.

Our CIS [Continuous Intelligence Services] programs offer a combination of shorter documents such as Flashes and Updates which are produced rapidly, and longer documents such as the Market Analysis & Forecast reports, which necessarily take longer periods to produce because of the extensive reseach analysis process to determine accurate information. **Crawford Del Prete**, senior VP for Communications, Hardware, Software & Services Research, has been leading over the past year an internal task force to update the deliverables in our CIS programs. As a result of these efforts, IDC added as standard deliverables this fiscal year a number of new document types including: IDC Link, which is a short, timely opinion piece with embedded links to publicly available Web sites or IDC research; IDC Presentations, which adds documents in PowerPoint format with the latest CIS forecast data, survey findings and critical IDC analyst opinion in a succinct, easy-to-use format; and IDC Audio, which are podcasts with an insightful 10- to 15-minute moderated analyst discussion with opinions on some of the industry's most pressing and timely topics. To sum up, IDC is keeping up with the new media world while sticking to our core mission of providing high value, quality content for focused audiences.

Employees are encouraged to send suggestions for columnists they would like to see on this page as well as questions for the IDG Management Team. All questions will be passed along anonymously. Write to world_update@idg.com. WU

Question of the Week for May 15

What's your exercise routine?



Log on to www.idgcentral.com to vote on this week's question: Which electronic companions do you take on vacation?

for fun

quick poll

I-before-e, and flip the liver

IDG World Update recently surveyed IDG copy editors and managing editors to find out the best saves their copy desks had made and/or what one grammar or spelling rule they always have to look up.

We almost printed a graphic of the human body with the liver on the wrong side. That was actually caught by the production group during blue lines.

I always look up 'Caribbean' and 'Philippines,' because they don't come up often enough for me to be sure.

— ***Emily Henderson**, copy chief, CIO*

Whenever I come across the word 'earth,' I always have to look it up to make sure it isn't supposed to be capitalized, even though I know that 'earth' is rarely capitalized in most of the contexts in which we use it. I also always have to look up the word 'relevant' to make sure that I spell it correctly. An easy word, yes, but it trips me up every time.

— ***Sue Voelkel**, managing editor, Macworld*

The best last-minute saves have been things like catching a typo on page one right before it was sent to the printer, noticing an incorrect date by the page number or noticing that text is running off a page.

I find myself looking up 'i-before-e' words all the time, as well as 'affect/effect.'

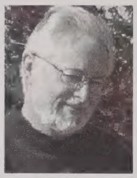
— ***Gene Demaitre**, copy editor, Computerworld*

I don't know about the 'best' save — any save the copy desk makes is worthy of a big "whew!" from my perspective as the copy-desk supervisor. The most recent one I can think of was Copy Editor **Fred O'Connor** noticing that the headline of a story and its summary line both named a company that was not mentioned, even in passing, in the story.

I always look up 'convince' and 'persuade' because even though I know the rule I never seem convinced that I do. I remain firmly in the camp that says we ought not throw in the towel and use them interchangeably.

— ***Nancy Weil**, assistant news editor, IDG News Service*

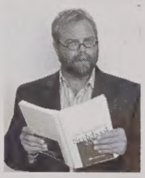
Grammatically challenged? Four grammar tips are posted weekly in the Writing Workshop section of IDG Central.



Right on deadline, I found a teaser that spelled a certain famed company 'Micorsoft.' Not world-shaking, but the members of our desk perform this service regularly.

There is no one grammar rule I can never remember, but there are many such rules that I am unsure about from time to time and have to look up. One is the spelling of 'anti-virus.' Note that I spelled it with a hyphen. The Associated Press Style Guide and the dictionary the Network World desk uses, Webster's New World College (4th edition), do not hyphenate the word. Nor do many other references. But the current guide our desk follows does.

— ***Bob Sprague**, copy editor, Network World*



A copy editor noticed that a paragraph added at the last minute by the editor had nothing to do with the story.

Per Associated Press, the rule regarding singular common nouns ending in S: "Add 's unless the next word begins with s: *the hostess's invitation*, *the hostess' seat*." I remember the rule, but always look it up, just to be sure.

— ***Alec Wagner**, deputy managing editor, InfoWorld*

For some reason, the saves we make aren't as memorable as the blunders we let through. Of the latter, I particularly remember rendering 'Firefox' as 'Foxfire' in a Table of Contents blurb that I wrote. It must have been the influence of my Appalachian forebears.

On the spelling front, I have trouble with hyphenated vs. closed-up compound adjectives. I've memorized the spellings of 'freestanding' and 'stand-alone,' as in 'a freestanding component' and 'a stand-alone component' — despite such counterexamples as 'free-falling' and 'standaway.' But is it 'a longstanding relationship' or 'a long-standing relationship'? I have to look that one up. (Answer: Webster's spells the adjective 'long-standing,' which means that it follows the pattern of 'long-lining' ('fishing with a longline') and not 'longshoring' ('the act or occupation of working as a longshoreman').

— ***Steven Gray**, senior copy editor, PC World*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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Live webcast at center of rich-media campaign for HP

Cross-business unit effort 'exceeds client expectations'

The first Change Artists live webcast — a cross-IDG-business-unit marketing project for Hewlett-Packard Co. — "exceeded client expectations," said **Matthew Yorke**, IDG Corporate Sales VP. It was "a smashing success."

change artists
JON HEINRICH

Network World President and Editorial Director ***John Gallant*** *(left) led a live webcast with FedEx CEO Fred Smith and CIO Rob Carter earlier this month.*

Earlier this month, FedEx CEO Fred Smith and CIO Rob Carter — and HP customers — discussed how to create opportunity through change in a 30-minute webcast hosted by Network World President and Editorial Director **John Gallant** and co-broadcast by IDG and CNN.

"The content was truly compelling and is genuinely different from all other IT marketing content today," Yorke said. "John Gallant was in control, the guests were interesting and expansive and the production values were exceptionally high. Everyone who has seen it has been impressed."

"There is an inherent worry associated with a live event with such a slim margin for error," said **Jon Heinrich**, CXO Media project manager and IDG's lead global manager of the program, "but the technology and the executives came through." He said Gallant received more than 60 live audience questions, many of which Smith and Carter answered on the spot.

"FedEx was a model company to use for the first webcast," Heinrich said. "They have a great reputation in the public eye and are globally known." Future executive pairings for the series will also be HP customers. Heinrich said they are looking for CEO/CIO pairings from a wide variety of compa-

continued on page 5

IW's SOA forum features candid exchange of real-world experience

InfoWorld's first SOA Executive Forum opened its doors in May 2005; earlier this month the company staged its sixth successful edition of what is now widely regarded as the industry's premier event for service-oriented architecture, said InfoWorld Director of Events, **Jill Martay**. Along the way, Martay added one full-time staff member — Event Coordinator **Ahmad White** — but still relies heavily on contributions from various departments within InfoWorld including editorial, sales and marketing, as well as several members of the IDG World Expo team, who provide logistical support.

Held in New York City, the two-day SOA Executive Forum attracted just over 400 senior technologists and business executives representing a wide spectrum of industries, 10 sold-out sponsorships to key industry players including IBM, Hewlett-Packard, BEA and Oracle, and featured "our absolute best content program to date," Martay said. Sporting a tagline of "Lessons from the Front Lines," the event was designed to foster "real peer-to-peer education and the sharing of personal experience and lessons learned," Martay said. "We succeeded in this effort

InfoWorld's ***Hal Mentlik****, associate publisher, East;* ***Jill Martay****, director of events;* ***Bob Ostrow****, president and publisher; and* ***Paul Calento****, VP, marketing, at this month's SOA Executive Forum.*

continued on page 2

Inside this issue

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Poland's PC World Komputer marks 20th anniversary *page 4*

IDC recognizes exceptional sales performers at annual dinner *page 6*

IDC India earns ISO 9001:2000 quality certification *page 7*

Quick poll: Browser tools and tips *page 8*

in brief newsworthy

IDG partner Imediatic launches CXO magazine in Portugal

Portuguese executives who want to learn how to use IT to grow their businesses now have a magazine to call their own. CXO, launched in April by IDG partner Imediatic, combines local content with information drawn from sister publications CIO and CSO in the U.S.

"CXO will not be just one more magazine but an action and knowledge center focusing on the role and impact that IT has today and will have tomorrow in all executives' activities," said Editor-in-chief **Idalécio Lourenço**.

The 106-page inaugural issue had a print run of 15,000 copies. Geared to mid- and high-level executives and slated to be published 11 times a year, the controlled-circulation title has no direct competitors but faces several rivals in the general business magazine category. Currently CXO is not on the Web, but the staff aims to have an online presence by the end of the year.

A 20-member advisory board composed of people from the IT community, other private-sector companies and public organizations helps shape CXO's content. The chair of the board is Victor Galamba, a well-known independent consultant whose 30-year career includes managing IT for Shell in Portugal and managing a Unisys business unit in South America.

Imediatic celebrated the new publication with a cocktail party for advisory board members and Portuguese IT industry leaders from companies such as Microsoft, HP and SAS at an exclusive club in Lisbon.

*Write to Journalist **Joao Nobrega** at jnobrega@imediatic.pt.*

Como controlar um "Phishing"
CXO
À mesa com
Mira Amaral
Portugal tem competências e capacidades
Francisco Murteira Nabo
As TI são um investimento, não são um custo
Opinião
Helena Monteiro
2006 - Portugal em Transformação
Em destaque
Carlos Zorrinho

The first issue featured Murteira Nabo, former CEO of the PT (Portugal Telecom) Group.

InfoWorld SOA

continued from page 1

because people have come to regard this forum as a safe place to share real-world experiences with peers who are also migrating toward a service-oriented architecture, where they can speak candidly about business implications, opportunities and next steps."

Four keynote speakers, including Tony Bishop, senior VP and director of planning and optimization at Wachovia; Michael Brodie, chief scientist at Verizon; Randy Heffner, VP at Forrester Research; and Bruce Graham, VP, worldwide consulting at BEA set the tone for the two days by sharing "a level of detail that in the past has not typically been revealed," Martay said, noting that the fast-growing adoption of SOA means "there are more stories from first-hand implementations to share."

The agenda featured more than 40 speakers, including five from InfoWorld: CTO **Derek Butcher**, Editor-in-chief **Steve Fox**, Executive Editor **Eric Knorr**, Editor **Neil McAllister** and Lead Analyst **Jon Udell**. Joining them were a wide array of senior technologists from Fortune 500 companies, industry analysts, experts and practitioners.

As it has been from the start, the conference was designed and marketed to select sponsors as an integrated program comprising the SOA forum itself, research, online and print components, Martay said. "Our partners are not simply underwriting an event but aligning themselves with a theme that is woven throughout all of InfoWorld's products. The event is just one more way of connecting and interacting with the audience," Martay said. Sponsors are featured on a dedicated SOA portal on the InfoWorld.com site, which contains editorial, vendor-supplied material and blogs; in a special SOA-focused piece in the event issue of InfoWorld; and — at the platinum and cornerstone levels — as speakers in the program.

In the months leading up to the event, IDG Research Services was hired to conduct various surveys and research initiatives, the results of which "help us to define this growing market and further our position as the information technology experts," Martay said. The most recent research initiative was the second round for InfoWorld to understand more about the SOA market and provided a scale of measurability for the market changes within the last eight to 10 months.

With a small team headed up by Operations Manager **Amy Pietchel** from IDG World Expo as the logistical lead for the conference, Martay and White relied upon InfoWorld colleague Eric Knorr, who took the lead on content development along with Jon Udell, as well as Associate Publisher **Miles Dennison**, who coordinated the sales effort. Many other people throughout the company — from marketing to sales — assumed a wide range of tasks including PR, on-site registration, and logistical preparations.

InfoWorld's next SOA Executive Forum will take place Nov. 7-8 in New York City. For more information, contact Jill Martay at jmartay@infoworld.com.

Next up: Virtualization Executive Forum

From the beginning, InfoWorld Events Director **Jill Martay** had planned to extend the SOA Executive Forum model to other key technologies of interest to the InfoWorld audience. In September, the company will launch a Virtualization Executive Forum focused on the convergence of storage and server virtualization within the enterprise.

The forum will take place Sept. 25-26 in New York and program sponsors Novell (as the Cornerstone Sponsor), Red Hat and PolyServe (at the Platinum level) – have been confirmed.

the interview

one on one

Michon Schenck

The chief operating officer of Financial Insights is this week's columnist. Reach her at michon@financial-insights.com.

Schenck joined IDC in September 2002 to start a new IDC company dedicated to the financial services industry. She is a 25-year veteran of the financial services technology world.

Financial Insights at-a-glance

Founded September 2002 in Framingham, Mass. Augmented with acquisition of Meridien Research in November 2002. Branded and formally launched in January 2003.

Number of employees 23 in the U.S., 12 outside the U.S. (U.K., Italy, Singapore, Kuala Lumpur, Brazil and Canada)

Web site www.financial-insights.com

Most recent accomplishment "Fin Tech Asia Congress [see World Update, May 8, 2006]. However, the most important accomplishment for the company since its inception is achieving full fiscal year profitability, which it did in FY05 as planned. This is a major milestone in any start-up company's life span and is a particularly difficult one to achieve in the Fin Tech advisory space. Our largest competitor has not been profitable for several years."

Q Who are your clients, and what kinds of research and advisory services do they need?

A Financial Insights targets the end-user marketplace, namely the banks, brokerage firms and insurance companies as well as the vendors dedicated to this market. Our total client count is 187. Fifty percent of the total is actual market participants (e.g., financial institutions or dedicated financial services solution providers), the rest are large horizontal vendors, auditors and consultants, government entities and even some telcos. Financial institutions are the largest client segment in contract value (excluding event sponsorships) at 33%. The next largest in terms of contract value are horizontal vendors, followed by financial services vendors.

The primary audience for our research tends to be from a line of business (e.g., front- and middle-office functions dedicated to a specific subsegment or sector). We sell to the head of cash management services, equity markets, consumer banking, trade finance, personal lines, property and casualty. We also sell to the chief credit officer, the chief risk officer, the chief compliance officer, the chief financial officer, the chief executive officer and even occasionally the chief information officer. This is because our research is application focused and therefore looks primarily at business issues and trends in the market.

Q What are some major issues your clients are wrestling with today?

A Some of the major trends and issues driving our industry are in the payments space, in fraud and security management, regulatory compliance, changes to market structure, infrastructure investments and performance management.

Q Who's your competition?

A Our main competitors are specialized boutiques such as ourselves. These would be The Tower Group, Celent Communications, The Tabb Group, Global Concepts, Aite and more. In addition we compete with the management consulting firms such as McKinsey, First Manhattan and Booz Allen. Tower and Celent both compete on a global basis as do the management consulting firms. While we don't typically compete with Gartner or Data Monitor in the U.S., we do see them in the regions (Asia and Europe). There are also some regionally specific competitors such as Asian Banker in Asia.

Q How does your company interact with IDC staff and leverage their expertise?

A IDC has been a wonderful parent for us. First, the brand is well respected and for the most part well known even in our market. Second, we have been able to quickly become known for the scale and excellence of our primary research capabilities, which are unparalleled in our industry. We do this by leveraging the IDC Global Research Organization led by Chief Research Officer **John Gantz**, which looks at the total IT market, as well as other parts of IDC for specific survey work. Our competitors have no way of doing this, and it is a distinct advantage for us.

The other significant leverage point IDC provides us is international presence and infrastructure. We launched our first international practice, Asia Pacific Banking Service, within our first six months. We now have more than 12 international practices, which is far more than any of our competitors, and this has also been a major market differentiator for us. Financial services in particular struggles with rapid globalization, and having on the ground regional coverage with true global views is critical.

Q To what extent are you using online products and services to connect with your clients?

A Like IDC we rely 100% on online delivery of our research products. We do a tremendous amount of outreach including regular newsletters and research updates. Webcasts have become so popular that we decided to make them a revenue-generating vehicle and have done very well this year with both sponsored webcast models and registration fee models.

Q Is insurance a new sector of your business?

A We launched our first insurance service in October 2005 as a report series instead of a full service. We have a dedicated insurance analyst, **Barry Rabkin**, who is a 30-year veteran of the insurance industry. We have been very happy with the market response and fully expect to make this a full service in FY07.

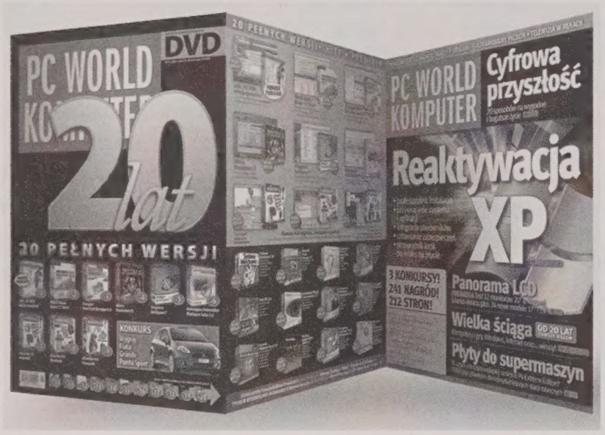
Q What are your primary challenges in FY06?

A The numbers! We are held to very aggressive growth targets to ensure that we can begin to pay back the generous investment made by IDG over the previous three years. In many ways we still operate like a start-up company and, like any company in its early growth stages, we have fairly significant variability in financial performance on a month-to-month basis and a quarter-to-quarter basis. The secret is staying the course, managing very closely to the numbers and never losing sight of the real goal, which is to create a first-class company in our space and become the No. 1 provider.

Poland's PC World Komputer marks 20th anniversary

May issue has highest print run in the publication's history: 140,550 copies

PC World Komputer, Poland's oldest and best-read computer magazine, celebrated its 20th anniversary with a special May issue, enhanced cover mounts, new subscription programs and a contest featuring hundreds of valuable prizes — including a new car.



The front of PCW Komputer's tri-fold cover featured images of the 20 full versions of the software included on the DVD and CD cover mounts, as well as a photo of the Fiat sports car to be given to the grand prize winner of the anniversary contest.

The 212-page issue augmented its usual array of hardware and software tests, tips, news and novelties with a review of the last 20 years of computer history, profiles of the companies that shaped the development of computers, and features on the evolution of hardware, hackers, viruses and spam.

Marketing and circulation promotion efforts hit new heights for the anniversary edition. IDG Poland created an advertising campaign for public and commercial TV channels, the county's largest Web portals as well as IDG Poland's 22 online sites and in regional daily papers that have a combined print run of 1.8 million. Those papers contained a 16-page anniversary leaflet, PC World Komputer and Friends, which described the various anniversary promotions and included ads from many of PCWK's major clients.

PCWK offered a variety of new subscription promotions, including a free subscription in exchange for the reader setting up a bank account at one of two participating online banks. An anniversary contest at http://www.20latkomputera.pl, essentially a three-part survey of readers' digital technology usage and purchasing plans, offered 200 prizes, with the grand prize a Fiat Grande Punto Sport. The car was obtained through a barter deal between Fiat and IDG Poland in which the car was heavily promoted on TV ads, in the PCW Komputer and Friends leaflet and on the cover and in interior ads of the May issue.

As a result of the promotions, subscription sales are up "substantially," said Publishing Director **Jacek Dudzinski**. During the anniversary push there were 2,676 orders compared with 150 during a typical two-week period. PCWK now has more than 21,500 subscribers.

As with every issue of PC World Komputer, readers could choose from three different cover mount options: with a DVD (US$6.50), two CDs (usually $5.50; but same price as the DVD for the May issue since three disks were used) or no disc ($3.25). The anniversary edition's bundled discs included 20 full versions of commercial software, including the most recent Polish antivirus software, music and video editing programs and foreign language instruction. PCWK is also available as a digital edition at www.netpress.pl.

PCWK has had the best readership in its category for many years. According to PBC/CCS figures for April-September 2005, 571,732 people read the publication. The average circulation is 63,000, with an average print run of 93,000 copies. However, the anniversary issue had the highest print run in the publication's history — 140,550 copies — surpassing the previous high of 105,000 in September and October 2005, a season of typically high sales for PCWK.

"The initial sales results of this issue are sensational," Dudzinski said, noting that sales were five times higher than usual in Poland's largest press outlets, and the staff expects that more than 100,000 copies will be sold. IDG Poland plans to increase the print run of the June issue as well.

IDG Poland will host approximately 150 people, primarily clients, at anniversary party in June and present the contest's grand prize.

Write to Sales and Marketing Director ***Agnieszka Cybulska*** *at agnieszka_cybulska@idg.com.pl.*

PC WORLD KOMPUTER
20 lat
PC WORLD KOMPUTER
IDG

***Lech Zdanowicz** (left), a 13-year IDG veteran and PCW Komputer's editor-in-chief for the past seven years, handed over the reins of the publication to his son **Maciej Zdanowicz**, effective with the May issue. He will continue to support special issues and projects targeted to professional computer users. The younger Zdanowicz has worked with PCWK for the past 11 years, most recently as managing editor of the special issues and the publication's programming section.*

May 29, 2006

Copy Editor (CXO)

CXO Media is seeking an experienced copy editor to edit for style, clarity and accuracy, and to proofread materials at various stages of print production. The ideal candidate will possess two-plus years of copyediting experience, preferably at a magazine, and familiarity with AP and Chicago stylebooks. Attention to detail a must. The candidate must also possess excellent prioritization skills and ability to handle multiple tasks at once, and be organized, flexible and dependable. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Adobe InCopy and InDesign, and Lotus Notes. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling the CIO Executive council membership program to CIOs and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Analyst, Hardcopy Peripherals Tracker (IDC)

IDC is seeking a research analyst to support the US Quarterly Hardcopy Peripherals Tracker. This tracker analyst position at IDC provides a unique opportunity to work closely with the Hardcopy Peripheral research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. This role will afford an analyst the unique opportunity to learn about this industry from the ground up. The analyst will develop collaborative working relations with the Worldwide and IDC regional analysts as well as the vendor, end-user and financial communities. Key responsibilities include: the delivery of the US tracker product to client quarterly, ensuring the data has the highest level of quality and integrity through data analysis and reconciliation, US vendor shipment research through quarterly vendor and channel interviews, identification and resolution of any discrepancies with the worldwide data, analyzing vendor's quarterly financial statements to increase market awareness, interacting with worldwide analyst to streamline the data process, and providing input in our database/application development efforts. This research analyst will also be responsible for synthesizing qualitative and quantitative data into comprehensive market studies as well as respond to client inquires and developing close relationships with IDC's hardcopy clients as well as within the media and financial communities. The successful tracker analyst will have strong facility with quantitative analyst, Excel, and experience working with database products. Knowledge of the hardcopy peripherals market and experience with Access and VBA is a plus. In addition, the individual needs to have writing and communication skills that will lead to strong client relations. A Bachelor's degree is required and a focus in finance, math, economics, or market research is a plus. We are seeking someone who is collaborative, decisive and entrepreneurial. This role involves some U.S. travel. This position can be based in either Framingham, MA or San Mateo, CA. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Digital Imaging Specialist (PCW)

The Digital Imaging Specialist will have primary responsibility for the photographic output from PC World's digital photo studio. This will consist of daily and weekly assignments for product photography, as well as spot images needed for a variety of web and print articles. The goal of the studio is to provide high-quality photography of all products reviewed by PC World, while operating in a time-sensitive, deadline-driven environment. Other duties will include the associated image post-processing and uploading required by our workflow systems. The ideal candidate will have extensive studio experience, top-notch lighting ability, and a high degree of skill with digital imaging systems. Any experience with video production is a plus, as is any experience with image databases and color calibration systems. Excellent Photoshop chops are a must, and familiarity with other Mac-based layout and graphics programs are a definite bonus. Candidates should demonstrate strong organizational skills, the ability to work collaboratively in a fast-paced editorial environment, and an interest in multi-channel publishing. ***Location: San Francisco, CA***
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Marketing Internship (WEC)
IDG World Expo has an exciting, hands-on learning opportunity for a marketing intern in the company's Framingham, MA office. The position provides an exceptional opportunity to actively contribute to marketing campaigns for IDG World Expo's events. This is a Full Time opportunity. Responsibilities will include assisting the marketing manager in fulfilling media trade relationships, writing Web copy, copywriting for marketing materials, distributing marketing collateral, producing mail merges and fulfillment, conducting Internet research on the marketplace, processing sponsor requests and fulfilling cooperative marketing programs. Knowledge of standard business software, attention to detail, copywriting, strong researching skills and enthusiasm are required. This is a paid internship.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Live webcast

continued from page 1

nies from the U.S., Europe and Asia. "The company has to have a good public perception and be powerful enough to turn viewers' heads," he said.

The webcast drew more than 1,200 live viewers, largely from the U.S. and Canada, and generated over 4,500 leads for HP. More than 1,000 people have viewed the on-demand version of the webcast, which will be available for the run of the program through November 2006, and others logged in to check out the site's premium content.

Heinrich said HP's rich media Change Artists site (http://www.hp.com/go/changeartists) offers "just about every form of media to come through custom publishing — live and on-demand webcasts, podcasts, custom and syndicated content, client-sponsored case studies and research, and an ROI calculator and peer benchmark tool built by IDC."

"The webcast is the central platform of the program, but the other available assets have been designed to engage the customer in a rich-media environment and help drive their brand decision-making process," Yorke said.

Managed by CXO Media's Custom Publishing program, the pan-IDG marketing campaign is the largest integrated program managed by IDG to date and involved more than a year's worth of teamwork by IDG Corporate Sales, IDG Global Solutions and IDC (see IDG World Update, Jan. 9). The site has been promoted by print and online traffic drivers in InfoWorld, Computerworld, Network World, CIO and Computerworld Canada, as well as a TV commercial broadcast globally on CNN International.

change artists

Besides being heavily promoted on HP's Web site, Change Artists is marketed with "a wealth of online media" in the four U.S. publications and through IDG Connect, IDG's lead-generation service, which Heinrich said performed "very well." CNN also ran a trailer for the series on its U.S. and international sites.

CNN became involved in the series as "a complementary large-scale media vehicle," Heinrich said. "IDG covers the executive IT industry in print and online, and CNN reaches deep into the broadcast universe. It's a natural media pairing where the two companies dovetail beautifully into a very comprehensive integrated media campaign."

JON HEINRICH

Network World President and Editorial Director ***John Gallant*** *will host all five webcasts during the Change Artists campaign.*

Heinrich said HP is looking to draw executive-level business and IT decision makers to the Change Artists site. ('Change Artists' refers to individuals who have changed the way they approach IT and business and how they create value at their companies.) "The goal is to increase HP's perception as a trusted advisor — to show the industry that they're thought leaders in the areas of consolidation, continuity and compliance," Heinrich said.

All the leads generated by the program are exported to an HP customer relationship management tool and then sent to HP sales representatives in the appropriate regions. "They are expected to follow up and report back on progress," Yorke said. "In reality, this will be a cumulative effect with IDG constantly engaging these people with compelling content that will help HP salespeople."

The webcast was a learning experience for all concerned. It was originally set to air March 15, which Heinrich said was "a very aggressive schedule. But the entire team agreed on producing a top-quality campaign so we moved to a more realistic production schedule."

The next live webcast is set for June 19 with the CEO and CIO of McKesson Corp. Yorke said IDG is reworking the site "so that we can better promote assets that will help us drive leads." He said the site will be redesigned by the end of this month for the June webcast and then redesigned again for the third webcast."This is a process of constant innovation and improvement."

IDG is also fielding calls from companies interested in similar rich media programs. "We don't do cookie cutter [programs], and none of the major accounts wants to do a me-too program," Yorke said. "What we will do is take our partnership with CNN and what we learned from this program to other vendors to help us sell more of them."

For more information contact Jon Heinrich at jheinrich@cxo.com. WU

Filming logistics

In order to accommodate the schedules of the two presenting FedEx executives, the first Change Artists live webcast was filmed at the broadcast studio at the National Press Club in Washington, D.C.

"There was very little rehearsal," said **Jon Heinrich**, CXO Media project manager and IDG's lead global manager of the program. "The executives' corporate communications specialist came in and made sure everything was set up correctly, and the executives came in 15 minutes before we went live for makeup and miking. It went off without a hitch."

The next live webcast will be taped in June in New York City at the studios of the Time-Warner Group, CNN's parent company.

noteworthy people

Promotions

Martha Connors has been appointed VP/general manager of online for both Computerworld and CXO Media. In her new role, Connors will lead dual online operation staffs and be responsible for driving the online strategy and direction for Computerworld.com, CIO.com and CSOonline.com. While the two companies will maintain separate editorial and sales teams to preserve the unique identity of their brands, online operations, production and audience development functions will be merged into a single group.

Connors

Connors will split her time between offices at Computerworld and CXO Media and will report to Computerworld CEO **Matthew Sweeney** and CXO Media CEO **Michael Friedenberg**.

Connors' promotion comes at a time of "extraordinary growth and expansion" for all three brands, noted Sweeney and Friedenberg in their announcement. Computerworld.com has posted two back-to-back years of 30%-plus revenue growth, CSO's online revenue is up 98% (first half FY06 vs. first half FY05) and CIO.com revenue is up 74% (first half FY06 vs. first half FY05).

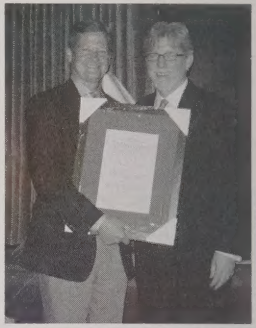
Referring to Computerworld.com's recently unveiled redesign, Sweeney said, "What Martha has done for Computerworld has been much more than a facelift for our Web site. She has led a complete rearchitecting of our site and more important, has spearheaded an online plan that is now the core of our corporate strategy. Martha is easily the most qualified person to take on this new dual role and will undoubtedly bring incremental value to visitors and advertisers across both the Computerworld and CXO Media Web properties."

Added Friedenberg, "At a time when our community of readers and advertisers are so heavily focused on online content and solutions, Martha brings incredible vision, leadership and focus to our stellar online team of developers, producers, editors and writers. By partnering our online operations and online content management, we will be able to leverage the expertise of both organizations, ensure that the brands are differentiated enough to effectively serve our unique audiences and provide more complete and effective solutions to our advertisers.

"Ultimately, this will provide a level of scale on people, process, and products that will enable Computerworld and CXO Media to be more relevant and competitive in the online world."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC recognizes exceptional sales performers at annual dinner



ANNE STEVENSON

*SVP Worldwide Sales & Marketing **Don Best** (right) presented plaques to the four salespeople who have reached Top Gun status more than once, including three-time winner **Ken Hoyt**.*

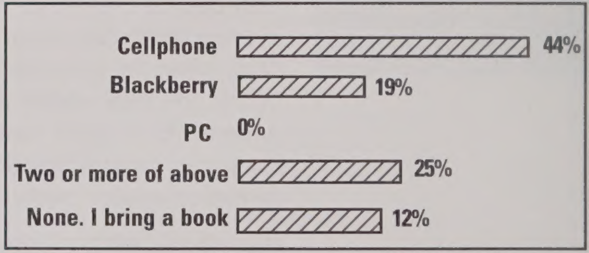
IDC honored those U.S. sales representatives who have consistently performed at the highest levels of achievement at the fourth annual Top Gun Dinner on April 25 at Grill 23 & Bar in Boston. Eligible sales employees earn Top Gun coins for a variety of significant achievements. The coins are displayed on personalized plaques given to the winners. After collecting 12 Top Gun coins — an achievement that can take two or more years — the winning employees are invited to the exclusive Top Gun dinner, which IDC President **Kirk Campbell** and several IDC senior vice presidents attend.

The Top Gun President's Club welcomed 10 new members this year. **Ken Hoyt** is a three-time winner, and **Simon Salamon**, **Michael Deutsch** and **Randi Siegal** have each been named to the group twice. WU

*IDC sales representatives honored at the dinner were (back row, l-r): **Alex Stankoski**, **John J. Farrell**, **John Greco**, **Lisa Giberti**, **Simon Salamon**, **Kevin Brodie**, **Steve Kempton**, **Ken Hoyt**. (Front, l-r): **Anne Stevenson**, **Janis Dempsey**, **Randi Siegal**, **Liz McPherson**, **Michael Deutsch** and **Jose Rodriguez**.*

Question of the Week for May 22

What electronic companions do you take on vacation?



Log on to www.idgcentral.com to vote on this week's question: Do you consider yourself to be religious?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Francisco Zabala *IDG Spain*
Rudolf Schuster *IDG Germany*

20
Bob Ostrow *InfoWorld*
Martin Hingley *IDC U.K.*

19
Gaby Kirschbaum *IDG Switzerland*
Susanne Kratoschka *IDG Germany*

16
Bea Horváth *IDG Hungary*
Ilona Rodriguez *IDG Hungary*

15
Noboru Masuda *IDG Japan*

14
Marlene Buschbeck-Idlachemi *IDG Germany*

13
Michael Riis *IDG Denmark*

12
José Ralphe Manzoni Jr. *IDG Brazil*

11
Caryn Bousquet *IDC*

10
Steve Spingola *Mac Publishing*
Kit Gould *IDG U.K.*
Sandrine Gissinger *IDG France*
Daniel Rougier *IDG France*

9
Malgorzata Kubecka *IDG Poland*
Gabriele Dineiger *IDG Germany*
Klaus Maurer *IDG Germany*

8
Yukari Nakayama *IDG Japan*
Izabella Milke *IDG Poland*
Joe Greene *IDC Canada*

7
Peter Cohen *Mac Publishing*
Simone Bos *IDG Netherlands*
Niels Veileborg *IDG Denmark*
Karen Funk *IDG Germany*
Verena Ottmann *IDG Germany*
hristine Vetter *IDG Germany*
Anita Cseresznye *IDG Hungary*

6
Chris Barnard *IDC Benelux*
Panagiotis Kolokythas *IDG Germany*

5
Hironobu Sagara *IDG Japan*
Tamae Hamaya *IDG Japan*
Diane Clarke *IT World Canada*
Melinda Manasan *IT World Canada*
Horst Ellermann *IDG Germany*
David Wolski *IDG Germany*
Patrick Reininger *IDG Germany*
Bertalan Halász *IDG Hungary*
Zoltá Telek *IDG Hungary*

4
Tomas Jirasko *IDG Czech*
Sascha Zäch *IDG Switzerland*
Maria Luisa Melo *IDG Spain*
Denis Gaia *IDC Brazil*
Vibeke Hjortlund *IDG Denmark*
Balázs Spányik *IDG Hungary*

3
Yann Lange *IDG France*
Björn Olsberg *IDG Sweden*
Bo Nordlin *IDG Sweden*
Dominika Kaminska *IDG Poland*
Ricardo Granadas *IDC Colombia*
Alayne Wong *IDC Singapore*
Benjamin Blum *IDG Germany*
Jinsong Tian *IDG China*

2
Eleni Vorvis *IDC*
Katie Leo *IDC*
Margaret Murray *IDC*
Suzanne Newton *IDC*
Melissa Chau *IDC China*
Heidi Han *IDc China*
Fabian Siegismund *IDG Germany*
Daniel Matschijewsky *IDG Germany*

1
Rob Griffiths *Mac Publishing*
Kenji Kawakami *Mac Publishing*
Karen van Velzen *IDG Netherlands*
Richard Shim *IDC*
Gisella Akamine *IDC Brazil*
Joshua Leung *IDC Hong Kong*
Muralidhara Krishnamurthy *IDC Center for Consultancy & Research*
Kevin Lim *IDC Korea*
Adrian Ho *IDC Singapore*
André Luiz Quintiliano *IDG Brazil*
Georg Renelt *IDG Germany*
Max Ding *IDG China*

IDC India earns ISO 9001:2000 quality certification

*(L-R): IDC India Ltd. General Manager, Research **Parijat Chakraborty**, Country Manager **Kapil Dev Singh** and General Manager, Research **Sanjit Sinha** display a copy of the ISO certificate.*

Earlier this month IDC India Ltd., became the first IDC agency to become an ISO 9001:2000 certified company. The company received its award from Det Norske Veritas AS (DNV), the global leader in the field of quality certification.

ISO refers to the International Organization for Standardization, a network of the national standards institutes of 156 countries. ISO 9001 applies to organizations of all sizes and functions. It can help both product- and service-oriented organizations achieve standards of quality that are recognized and respected throughout the world.

While IDC headquarters in Framingham, Mass., does not formally keep track of which offices participate in the ISO process, subsidiaries IDC U.K. and IDC Italy were certified in the 1990s. ISO 9001:2000 is the current standard.

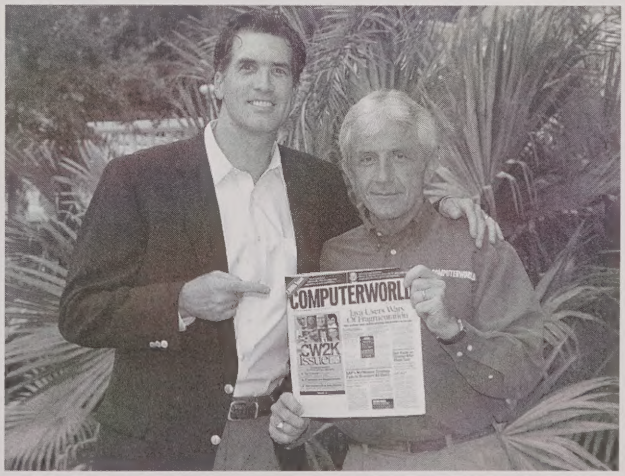
IDC India Ltd. received its certificate after a rigorous process of auditing of the systems and procedures followed by IDC India during the course of design and conduct of its market research, advisory and Go-To-Market services. The process took six months and required staff to document their business processes, frame and state their quality policy and objectives, create awareness among the team members and practice the requirements for a four-month period.

"We believe that our decision to become an ISO 9001:2000 certified organization is a proactive one that not only anticipates the demands of the market but demonstrates our commitment to provide high quality services at all times to all our customers," said IDC India Ltd. Country Manager **Kapil Dev Singh**.

Based Haryana, India, outside New Delhi, IDC India has 46 employees and has been affiliated with IDC since 1987.

Write to kdsingh@idcindia.com. WU

Computerworld celebrates 2,000th issue



*Computerworld CEO **Matt Sweeney** (left) and Editor-in-chief **Don Tennant** show off a copy of Computerworld's 2,000th issue, published May 22. To mark the milestone, the issue featured a special report that included a roundup of the top 10 IT developments of the past 20 years. Computerworld published its 1,000th issue 20 years ago.*

quick poll for fun

Browser espousers

IDG World Update recently surveyed IDG online experts and editors to find out what browser tip, tool or plug-in they find invaluable.

In my opinion, the best plug-in, other than the Google Toolbar, is Outlook Lookout (http://www.lookoutsoft.com/Lookout/.) If you use Microsoft Outlook and receive plenty of e-mail daily like me, a fast, perfect, easy-to-use search function is really critical. And this small software integrated as a new toolbar in Outlook is very fast (I don't need to wait for minutes for results like with the regular Outlook search), doesn't use much processing power for mail indexing (like Google Desktop Search) and it searches very effectively.

— ***Michal Kreczmar**, project manager, IDG Poland*

I am using Attensa for Outlook to get Rich Sit Summary (RSS) in my inbox, and it is making my life less cluttered (http://www.attensa.com/). I keep my eye on the blogosphere for my job so new trends such as this in RSS are more than welcome.

— ***Mike Barton**, online editor, InfoWorld*

Tabbed browsing in Firefox has to the only thing that's really changed how I've used a browser in the last few years." (*Ed. note:* "Tabbed browsing lets you load Web pages in separate tabs of a single browser window so you can jump between them quickly and easily. Perhaps you're reading a news story and want to follow an interesting link without losing your place in the original story. With tabbed browsing, you can do this without filling your desktop with new, unorganized browser windows." See also http://www.mozilla.com/firefox/tabs.html.)

If you're looking for something a bit more unusual, there's the strong password generating bookmarklet at http://labs.zarate.org/passwd.

— ***Dan Sullivan**, Digit U.K.*

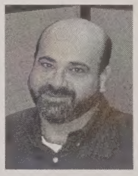
I swear by Rikaichan, a browser plug-in for Firefox that adds pop-up English translations on mousing over Japanese characters (http://www.polarcloud.com/rikaichan/). It has helped me out of a bind with arcane Japanese in press releases on many occasions. It also handles French and German.

— ***J. Mark Lytle**, senior editor, IDG Japan*

We're in the middle of a redesign, and one useful plug-in I couldn't have done without in this process is ScreenGrab. This is a Firefox extension that makes screen captures of a full Web page, instead of just what shows on the screen. This has saved a lot of hours copying/pasting in Photoshop.

Another useful Firefox extension is Copy Plain Text. This is a very simple tool that let's you copy text from you browser but without the formatting. Now I don't have to make the copy-to-Notepad-and-then-copy-to-Word-maneuver that I used to. All Firefox extensions can be found at https://addons.mozilla.org/extensions.

— ***Robert Brännström**, online producer, IDG Sweden*



The biggest thing I try to do is keep my cache cleared on a regular basis so I am seeing current information. I also use Ad-Aware to keep spyware off my PC and try to do this regularly as well.

— ***Gregg Linde**, online production manager, Computerworld*

The one browser tool I find indispensible and use every day, is the Google Toolbar (http://toolbar.google.com). I've turned off all the extra buttons so that it can sit next to the address bar in my Firefox and IE browsers. Under options, I've set it to point to the google.co.nz site so I can easily filter the results to local sites only if I wish. It has an automatic pop-up blocker in IE, and the latest version also has a Safe Browsing feature that alerts you if you visit a page that is 'phishing' for personal or financial information.

— ***Edward Porter**, online operations support, IDG New Zealand*

One browser extension I use is Web Developer 1.0.2 Extension for Firefox. It comes with Web developer tools that are helpful when you need to find layout, cascading style sheets, form, scripting information, and tons more about Web pages. I also use it for debugging Web pages.

— ***Johanna Himes**, Web systems developer, Computerworld*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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McGovern visit helps generate buzz for upcoming PCW India

IDG chairman announces plan to launch venture capital fund in India

On the eve of PC World's debut in the Indian market next month, IDG Chairman **Pat McGovern** and IDG International Publishing Services CEO **David Hill** visited IDG's Bangalore-based office to participate in a series of events designed to build interest in the new publication as well as strengthen the visibility of the IDG brand. McGovern also used the trip to announce plans for the establishment of a $150 million venture capital fund in India later this year.

PC WORLD
PC WORLD
PC WORLD
ST FREE STUFF
NEW DOWNLOADS, & SERVICES
world's No. 1 tech
hing this July

*(L-R): IDG International Publishing Services CEO **David Hill,** IDG India President **Bringi Dev** and IDG Chairman **Pat McGovern** at the press conference announcing the upcoming launch of PC World.*

PC World India is scheduled to hit newsstands July 1 and joins CIO India (http://www.cio.in) and OutSourcing World (http://www.oswmag.com), both of which launched late last year. IDG India was established just over a year ago as a wholly owned subsidiary. It is headed up by President **Bringi Dev**.

In addition to a press conference about PC World India, McGovern participated in several television interviews including local news channel CNN-IBN, CNBC and 24-hour news channel NDTV Profit, where he was the featured speaker on a show titled "Power Lunch." McGovern spoke about IDG's plans in India as well as his views on the future of IT in India. NDTV Profit is one of the most-watched busi-

continued on page 5

Words of note

"Going forward I believe that the balance of content on our Web sites will shift more and more to community and vendor-created content."

— Colin Crawford in this week's One on one column, p. 3

Inside this issue

InfoWorld marketing breakfasts strengthen customer ties *page 2*
One on one: IDG SVP Online Colin Crawford *page 3*
Quick poll: Design inspiration *page 8*

World Expo event focuses on online content syndication technologies

More than 300 senior publishing executives and corporate marketing professionals came to IDG World Expo's third Syndicate event last month to learn about the latest trends in online media and content syndication.

The Syndicate™ Conference provides awareness, clarity, education, deal making and strategic business opportunities surrounding the emergence of online media syndication. The program focuses on emerging technologies such as RSS, podcasts and blogs for content owners and producers, new media executives, marketers, advertisers and public relations professionals. The two-day event at New York City's Roosevelt Hotel also served as a launching pad for several new products.

"This conference continues to be the definitive fo-

continued on page 4

Macworld launches iPod and iTunes Superguide

Macworld magazine last month launched the second in a series of instructional e-books that represent its first serious attempt to generate online revenue from readers, this time looking to capitalize on the enormous popularity of Apple's iPod MP3 player and iTunes music store. The Macworld iPod and iTunes Superguide is an 88-page, full-color guide designed to help users get the most out their iPods as well as create, build and maintain their music and video libraries.

Edited by Macworld Senior Editor **Kelly Turner**, the guide is a compilation of the best of Macworld's iPod and iTunes coverage from the past 12 to 18 months. Among the topics covered:

- Getting Music Onto Your Mac
- Managing Your Music

continued on page 2

Macworld Superguide

continued from page 1

Macworld iPOD AND iTUNES SUPERGUIDE
$12.95

- Working With Video
- Making the iPod Connection
- Protecting Your Music
- Troubleshooting Your Tunes
- Finding the Best Accessories

The Macworld superguides are a profitable means of repurposing content that has appeared in Macworld magazine, noted Turner, explaining that about 85% of the e-book was based on material that had already appeared in Macworld or the Playlist Web site (playlistmag.com). While much of the content may have been in hand, it does not necessarily appear in its original format. "Many of the articles were torn apart, updated and then combined with other articles to create a more seamless narrative," Turner said. "It is very much a patchwork project."

Other staff members involved in the project include Art Director **Rob Schultz**, who designed the book, and Senior Editor and resident iPod expert **Chris Breen**, who ensured the accuracy and timeliness of the content.

The guide is available on the Macworld.com site in three formats: a PDF file for $12.95, a CD-ROM for $15.00 or as a softcover book for $24.99.

The first e-book in this series, The Macworld Digital Photography Superguide, was launched in November 2005. To date, the company has sold more than 3,000 copies, primarily as PDFs. "The beauty of selling a PDF is that you never run out of them," said **Jason Snell**, editorial director at Mac Publishing, who added that the digital photography guide is continuing to sell at a "brisk pace."

And while 3,000 copies may not sound like a lot, "considering that there really are no physical costs associated with a PDF, we make dramatically more money from each copy sold than we'd ever make on a special issue of the magazine or on a book."

Next up is the Mac Basics Superguide, a reference aimed at new Mac users due out in August. This guide will feature much more original content than the previous two books as the target audience for Macworld is not entry-level users, Turner explained.

For more information or to download a 16-page sample of the superguide, visit http://www.macworld.com or write to kturner@macworld.com. WU

Print-on-demand option proves too costly

When Mac Publishing released its first superguide — the Digital Photography Superguide — it offered two formats: PDF and a print-on-demand version offered through a third-party service. According to Mac Publishing Editorial Director **Jason Snell**, the print-on-demand version dramatically raised the per-copy cost of the book. "We felt there was enough demand for the printed version that we would be safe in going ahead with a small print run of our own." As a result, he said, they have been able to lower the cover price of the printed book and still make more of a profit than with the print-on-demand ver-

InfoWorld marketing breakfasts strengthen customer ties

Late last year, InfoWorld launched its Technology Marketing Breakfast series as part of an initiative to engage with senior decision makers at key vendors and advertising agencies on emerging media trends. The goal of the initiative is to establish InfoWorld as a thought leader in areas that are of high interest to technology marketers and to predispose attendees to purchase new InfoWorld products such as its integrated podcast programs, explained InfoWorld Vice President of Marketing **Paul Calento**.

To date, the company has held three marketing breakfasts, two on podcasting and another that focused on marketing metrics used by media professionals to evaluate advertising performance. The breakfasts are typically co-located with another InfoWorld event (both podcasting breakfasts ran immediately before IW's SOA Executive Forums in March and May). In addition to the topic discussed, the breakfasts also serve to introduce customers and prospects to InfoWorld's Executive Forum events and expose them, as Calento noted, "to a growing and extremely successful part of our business they may never otherwise have been aware of."

InfoWorld

Content at the breakfasts focuses on issues marketers need to address before they buy these new media programs from InfoWorld or other partners, Calento explained. Content at the most recent breakfast, held May 16, included:

- An overview on getting started with podcasting.
- A panel discussion on podcast success metrics that included representatives from Akamai, Arbitron, Audible, On24 and Zenith Optimedia.
- An overview of InfoWorld primary research on podcasting covering demographics, devices used and topic preferences.
- A customer experience panel.
- Highlights of current and new InfoWorld podcast initiatives on the horizon.

More than 120 people pre-registered for the New York event, including senior marketing directors from ad agencies that are driving podcasting like Neo@Ogilvy, StarLink and Zenith Optimedia, as well as executives from key vendors and several pure-play podcast companies, giving InfoWorld additional credibility as a leader in podcasting, Calento said.

"InfoWorld's podcast business is thriving," Calento said. "Programs utilize InfoWorld content to create scalable integrated marketing programs that include advertising within each podcast, associated e-mail newsletters, the host weblog, key sections on InfoWorld.com, remote devices like cell phones, as well as co-marketing throughout the InfoWorld information network."

Future breakfasts are planned in the coming months, likely covering the debate between video podcasting vs. on demand/interactive video.

InfoWorld's technology marketing breakfasts emphasize peer-to-peer interaction between InfoWorld marketers and customers. The events typically result in new sales, as well as follow-up meetings with InfoWorld's customers and prospects, Calento said. WU

one on one the interview

Colin Crawford
The senior VP, Online, at IDG Communications is this week's columnist. Reach him at colin_crawford@idg.com.

> *"I believe IDG should have its own vertical search tool — one that covers all IDG sites but can also aggregate selective parts of the Web to deliver enhanced information relating to IT."*

Q How can IDG business units use search engines to help build their communities?

A Search engines are distribution funnels that drive huge volumes of traffic to IDG's Web sites — normally well in excess of 50% of all site traffic comes from the GYM (Google, Yahoo and Microsoft) search engines. The goal is to engage casual users coming via search with the rich-content environments offered by our sites and turn them into repeat visitors who will build deep long-term relationships with our brands.

Q How effective do you think IDG sites are at returning search results?

A I think an effective search strategy is one of the most important online initiatives at IDG. We need to ensure that our site search and search across IDG properties deliver the most relevant results based on the intent of the users. In order to differentiate our sites from the search engines and aggregators, our vertical search results must be superior.

I encourage our sites to really experiment with taxonomy and social tagging tools to better understand how results can be tailored for user needs. Google recently launched the Google Co-op application, which allows the annotation of Web pages and the creation of topic areas. Google Co-op has been described as human-powered vertical search, and its goal is to enable the sharing of community expertise. Users contribute to create rich resources of information across various topics. It's in its very early stages, but I recommend IDG Web sites create their own Google Co-op topics or labels and experiment with this tool. Many other companies are focused on the area of social search believing that communities of knowledgeable, interested and engaged people can identify relevant sites with greater accuracy than just algorithmic search engines. Of all the search engines, Yahoo is leading this approach.

I believe IDG should have its own vertical search tool — one that covers all IDG sites but can also aggregate selective parts of the Web to deliver enhanced information relating to IT. There are a number of vertical search engines in the U.S. IT Web space — IT.com, TechSearch (CMP) and FindTech (KnowledgeStorm). None of these is particularly strong at the moment, so there's a real opportunity for IDG to develop a robust search tool for those seeking quality information on IT.

Q What are some examples of how IDG business units are partnering with search companies such as Yahoo!and Google?

A PC World is partnering with Yahoo Search Marketing and has a highly successful program on its internal search engine results page — this page delivers the highest CPM of any page on the PCW site. Macworld has a similar program with Google. IDG is in regular discussions with all the key search engines exploring potential partnerships.

Q What is the role of the "brand" in today's online world where search is king?

A I believe brand is crucially important, and it is one of our key differentiators. In the recent past we tended to identify brand with print. Our definition now has expanded to identify brand with all content delivery vehicles: print, online and conferences and events. But it goes even further. Brand is an emotional connection with a community. Quality, engaged, focused communities interacting with our brands will not only attract advertisers, but they enable us to build a key competitive barrier to entry.

However, the Internet allows us to look at audiences as well as brands. Audiences go across our brands and across geographic barriers, so we must have products and services for marketers that take both brands and audiences into consideration.

Q In a previous column you said, "Search is a great tool to drive an online user to specific pieces of content but it's limited in scope. " What do you mean by search is limited in scope?

A Search engines are excellent at delivering general results, but (currently) they are less good at delivering focused results for vertical interest groups. They don't do such a good job at delivering results in a contextually relevant way, nor do they build rich community-based environments. These are all Web site attributes that can be built by IDG brands. We should work closely with the search engines to ensure that IDG content has the highest-ranking possible so that the search engines drive as much traffic to our sites as possible. Over time the search engines are going to get much better at vertical search, which is why our focus must be on building engaged communities.

Q What are some of the best examples you've seen throughout IDG of how brands are working to ensure they rise to the top of search engine results?

A I think it starts with the central philosophy of making your content as widely available as possible.

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Syndicate

continued from page 1

rum where media, corporate marketing, advertising, public relations and other associated industries gather to reshape business strategies in relation to syndication," said **Patty Caron**, VP, conference brands, IDG World Expo.

Syndicate opened with a keynote address, "Imagining the Possibilities of Syndication," from Jeff Jarvis, former TV critic for TV Guide and People, creator of Entertainment Weekly magazine, and author of the influential weblog BuzzMachine (http://www.buzzmachine.com/). Jarvis used an "unconference format" in which the audience members suggested topics to guide the discussion. During the exchange, much of the talk focused on advertising, syndication and the challenges of the blogging medium today, specifically monetization, measurement, aggregation of content and tagging.

HOWARD SHOLKIN

*IDG World Expo's Syndicate program team included (l-r): VP/Marketinhg **Lisa-Jean Clifford**, Public Relations Manager **Charlotte McCormack**, Customer Service Coordinator **Meredith Roberts**, VP/Conferences **Patty Caron**, and Marketing Manager **Sarah Hindmarsh**.*

Breakout sessions looked at strategic, real-world implementation and emerging technology topics. Among the 52 publishing and marketing speakers and panelists were Robert Scoble, co-author of "Naked Conversations," technical evangelist for Microsoft Corp., and a prominent blogger who conducted an interactive interview with Richard Edelman, president and CEO of Edelman. Amanda Congdon, host of Rocketboom (http://www.rocketboom.com/vlog/), a popular video blog, discussed the rise of participatory content and new models of ad-supported syndication.

Doc Searls, senior editor at Linux Journal, closed the conference with a speech called "Return to Producerism: Understanding the Value of the Two-Way Web." He differentiated between a "static" Web and a "live" Web, saying that "the static Web is about spaces and places" while "the live Web is about time and people." Searls also touched upon the themes of "attention" and "intention" and how marketing and PR will be changed by the "attention economy" whereby users control the attention they pay to companies.

Derek Tutshulte, technology blogger with Information Advisor Newsletter, commented, "Syndicate is an opportunity for those involved with the creation and distribution of information to hear from some of the Web's most influential voices on the subject of online content syndication. It was great to have luminaries like Jeff Jarvis and Technorati founder Dave Sifry stepping out from behind the veil of the blogosphere. Throughout both days valuable sessions were held on topics ranging from podcasting and venture capital funding to building online communities and the benefits of folksonomies."

Syndicate drew 20 sponsors, including Yahoo! as platinum sponsor and Attensa and Ask.com at the gold level. Other sponsors included Google, Nielsen BuzzMetrics, and AllBusiness.com. Media sponsors were Web Pro News, Blogher and Corante.

Several new products were announced at the conference including:

- **Attensa** introduced Attensa for Outlook 1.5, which it says is the first RSS reader that cuts through information overload by using predictive ranking to bring the most relevant content to the forefront.
- **Voxant** introduced its Viral Syndication Network, an online news distribution and monetization system that enables organizations to push licensed news content and advertising to an estimated 43 million Web sites and 30 million blogs.

The next Syndicate is scheduled for Oct. 24-25 at the Argent Hotel in San Francisco. For more information go to http://www.syndicateconference.com or contact Patty Caron at patty_caron@idg.com. WU

IDC Middle East holds its first IT Security Roadshow

*IDC United Arab Emirates/Middle East Senior Analyst **Vinay Nair** spoke about assessing security risks, costs and solutions.*

More than 1,200 CTOs, CIOs and IT managers attended IDC Middle East's first IT Security event, held over the past few weeks in the United Arab Emirates, Kuwait, Qatar, Bahrain and Saudi Arabia. Sixteen corporate partners supported the half-day conferences (a full day in Riyadh, Saudi Arabia), which featured a mix of IDC presentations, sponsor workshops and case studies. Strong attendee and partner support indicates that the event will be repeated next year, said Conference Manager **Ronita Bhattacharjee**.

IDG

June 5, 2006

Online Sales Associate (CWI)

Computerworld's on-line team is seeking a responsible, organized Sales Associate. In this position you will develop relationships with and provide quality customer service to existing on-line advertising customers. Responsibilities will include working with sales force to develop RFP responses, following up with customers regarding advertising materials and insertion orders, receiving banner advertisements and coordinating with on-line production group for posting materials. In addition, you will review traffic data for integrity, ensure billing system is generating accurate client bills and provide weekly on-line forecast reports. You will collaborate with all sales representatives to incorporate on-line advertising in customers' media schedules and purchasing plans and maintain availability of all on-line opportunities. This position requires strong attention to detail and excellent follow-up skills. Excellent communication and organizational skills, computer skills, and the ability to operate in a fast paced environment are a must. Some knowledge of on-line advertising is desirable. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Project Manager (CXO)

CXO Media has a terrific opportunity for a long-term temp Project Manager to lead the CIO.com and CSOOnline.com Web site transition to a new technology architecture. This individual will work closely with Computerworld and CXO employees and report to the VP/General Manager for Computerworld and CXO. The Project Manager will be responsible for scoping the project including delivery date, budget, anticipated functionality and subsequent phases/deliverables. The Project Manager will determine and deploy necessary resources, work with other departments to ensure a full understanding of end user and business needs, keep management apprised of progress and changes, and work with the GM to present issues and solutions. Candidates should be results-oriented, experienced in all phases of large-scale web site deployment within a media organization, have the ability to quickly build team relations with internal and external clients, have the ability to communicate overall technology strategy and motivate and inspire the team through a clear vision and positive attitude, and lead the team through a rapidly changing situation. Specific experience should include: project management, Content Management systems and a working knowledge of web site technology, security, network requirements and infrastructure. Technology includes: Interwoven, iPhrase, Java, Struts, Hibernate, JSP, dHTML, XML, JavaScript, Perl, Windows 2003, Windows 2000, Solaris 9, Solaris 10, Linux, VMWare, Oracle, Clustering, Load Balancing, Apache, Resin,ANT, CVS, Junit, Eclipse. This is a temporary position and will last approximately 9-12 months. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Analyst, Government Insights (GI)

Government Insights, an IDC company, is responsible for conducting market research and developing research-based advisory and consulting services for the government market and the technology vendors addressing the public sector industry. We are currently seeking a research analyst to conduct primary research that addresses the processes utilized by government officials for the selection, management, and evaluation of technology to perform the missions and mandates of government organizations. The analyst will be responsible for the development and maintenance of a client compendium that includes client profiles and related business intelligence, a benchmarking database, and will be required to work closely with all analysts in Government Insights to develop quantitative-based research. The individual will be required to conduct primary research with various levels of government organization and technology officials, and technology vendors serving the government. Topic area will focus on technology policy, strategy and governance. Experience in technology policy analysis, enterprise architecture, investment portfolio optimization, strategic partnering, measuring technology value, and program compliance are essential. The senior analyst will develop and field surveys to identify best practices, relevant case studies, and evolving trends for government technology decision management at both the enterprise level and specific to lines of businesses. The desired individual will have an undergraduate degree with 3-5 years working experience, preferably in government or government related industry. Additionally, the following skills and attributes are desired: strong quantitative skills (experience developing forecasts and working with primary research); development and maintenance of databases; creation and fielding of surveys; strong interviewing skills, especially with top IT management; strong project management skills; strong vendor management skills; solid analysis and writing skills; strong collaboration skills; comfort working in a fast-paced, ever changing environment; creative problem solving. A bachelor's degree is required and an MBA is preferred. This position is based in the Washington DC/Northern Virginia area. ***Location: McLean, VA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Senior Account Executive (EI)

Energy Insights, an IDC company, is responsible for developing research-based advisory and consulting services focused on the energy industry. We are currently seeking a Senior Account Executive who has been successful selling advisory and/or consulting services into energy companies as well as IT vendors who serve the energy industry. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Energy Insights business. This position will have sales responsibilities for selling the Energy Insights products (subscription advisory services, multi-client studies and consulting projects) for approximately half of the US geographic market. The successful candidate will be able to arrange meetings, make presentations on the product offerings to CIOs and line of business executives, and configure the Energy Insights offerings to client needs. The individual must be knowledgeable about IT issues in energy, have relationships with energy companies and IT vendors serving the manufacturing industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. This position requires significant (50% or more) travel. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-934-4432, Email: idc_jobs@idc.com

Online Account Manager (NWI)

Network World has an exciting opportunity for an inside salesperson for LinuxWorld.com and JavaWorld.com. The Account Manager will be responsible for prospecting and closing business as well as for being a collaborative sales product champion for both sites and work with the Network World team as well as our LinuxWorldExpo partners. Key responsibilities include prospecting, responding to RFPs, creating special programs and packages and managing relationships with prospects and customer from initial contact to close and from execution to optimization. Qualified candidates will be able to work independently as well as collaboratively and have excellent communication, organizational, customer management skills and the desire and drive to be a creative, accomplished sales professional. Our ideal candidate will have two years heavy inside online sales experience, good written and verbal communication skills and proficiency with Excel, PowerPoint and a salesforce automation tool. Interest or experience with the subject matter is a big plus. This is a great professional development opportunity with growth potential for a highly motivated individual. ***Location: Southborough, MA***

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Site Producer (NWI)

Network World is looking for an enthusiastic and creative producer who is ready to make a big impact. Network World's site has a lot of great content – research, news, product tests, opinion, blogs, forums, videos and more – and the site producer's job will be to work with editors and designers to ensure all of the content is presented in the most intuitive, innovative and compelling ways, so that visitors spend more time on the site and return often. The ideal candidate will have a thorough knowledge of how visitors interact with Web sites, will have a strong visual design sense and communication skills, will be able to hand-code HTML, will have experience with content management systems and search engines, will be able to work in a fast-paced and team-oriented environment, and will have a minimum of five years of experience in designing and maintaining Web sites. A bachelor's degree or equivalent is required, preferably in design, production or journalism. ***Location: Southborough, MA***

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Research Analyst (RSH)

IDG Research Services is seeking a Research Analyst to be part of a small, fast-paced, collaborative team. The Research Analyst will be involved in conducting market and media research studies for clients inside and outside of IDG, and will also have some responsibility for syndicated research. Responsibilities will include working with internal staff and outside vendors to field online telephone and mail studies; analyzing data and developing PowerPoint presentations and/or Executive Summaries of the results; and working with the syndicated analyst to fulfill syndicated research requests for the IDG publications. The successful candidate will be familiar with all components of a primary research study (survey design, project management, and data analysis) and will have an interest in developing greater skills with an emphasis on project management. Requirements include excellent attention to detail, strong analytical ability, strong writing skills, basic understanding of statistical methods, and the ability to handle multiple tasks. Qualifying candidates will possess a BA/BS and 2-4 years of relevant experience. Candidates must be proficient in PowerPoint and have the ability to work independently with a certain degree of creativity. Experience with Perseus survey software a plus. Knowledge of the technology industry helpful. ***Location: Framingham, MA***

Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

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IDG

Current Jobs, Week of June 5, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	Admin	Online Sales Associate	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Edit	Editor-in-Chief, Custom Publisher	Boston MA	Judy Campbell	jcampbell@ccicrosby.com	617-254-9481
CXO Media						
	Cust Pub	Program Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Copy Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Departments Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Project Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
IDG Central Services						
	Admin	Receptionist	San Francisco CA	Jenny Steele	jenny_steele@pcworld.com	415-978-3273
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Legal						
	Legal	Paralegal	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Research						
	Research	Research Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
Mac Publishing						
	Sales	Account Manager	San Francisco CA	Janet Ryan	janet_ryan@macworld.com	415-243-0505
Network World						
	Cust Serv	Member Services Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Art/Design	Digital Imaging Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
World Expo						
	Events	Conference Event Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Intern	Marketing Internship	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Cons	Consulting Director, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cons	Director, Software Consulting	Framingham MA	Leslie Bachand	lbachand@idc.com	508-935-4624
	Cust Serv	Analyst Account Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Market Development Manager, Services and IDeAS Researc	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Marketing Intern, New Business Initiatives	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Investment Research Service	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Director, Business Process Integration & Deployme	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Analyst, Displays and Projectors	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analsyt, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Intern, Internet Security Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Intern, Vertical Group	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Consumer Markets: Gaming	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137

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BU	Category	Title	Location	Contact	Email	Phone
	Sales	Account Executive, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Sector West Custom Solutions	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	VP, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Tech	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Research	Research Intern, Energy Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Acount Executive	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Financial Insights						
	Research	Research Intern, Financial Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Federal Defense	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Cons	Consulting Director, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Director, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, Health Industry Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC - Manufacturing Insights						
	Research	Research Intern, Manufacturing Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

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IDG India

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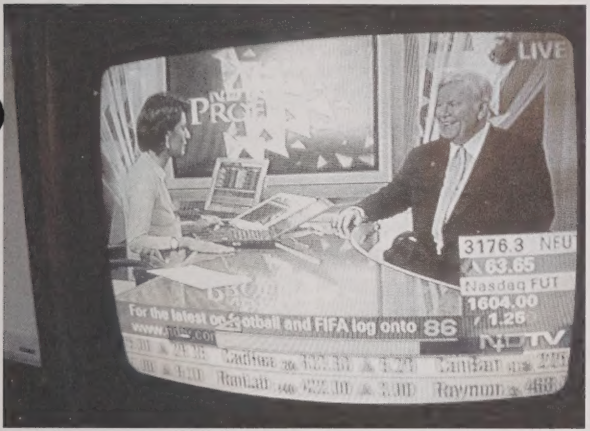
ness news channels in India, Dev noted. "Pat's telecast was during peak business hours, and we expect that a significant chunk of the financial community got to see and hear him."

PC World India was also the sponsor for a series of three televised seminars in Bangalore, Mumbai and New Delhi titled "Media in the Era of IT." The seminars featured panels composed of customers and media representatives who focused on the topic of technology marketing. Prior to the start of each discussion, McGovern delivered a keynote-style address on "The Purchase Process and its Influences."

IDG
PC WORLD

IDG India staff present at the PC World launch announcement included (standing, l-r): ***B. R. Srivatsa****, staff photographer;* ***Louis D'Mello****, chief operating officer, IDG India;* ***Siddharth Singh****, assistant manager, marketing;* ***Gaurav Prakash****, product manager, Outsourcing World;* ***Sudhir Argula****, deputy general manager, PC World;* ***Chetan Acharya****, manager, events. Sitting l-r:* ***Ramesh Ramachandran****, financial controller;* ***David Hill****, CEO, IDG International Publishing Services;* ***Pat McGovern****, chairman, IDG;* ***R. Giridhar****, editor, PC World India; and* ***N. Bringi Dev****, president, IDG India.*



Among the his many interviews in India, IDG Chairman ***Pat McGovern*** *was a guest on NDTV's "Power Lunch" program, filmed in New Delhi and broadcast nationally.*

Other stops included a presentation at the Bangalore chapter of The Indus Entrepreneurs where McGovern addressed more than 80 members of the local venture capital community. He spoke about IDG's experiences in China, including setting up the first joint venture company in that country as well as the company's experience in funding technology startups there.

McGovern also met with leaders from the Indian Newspaper Society and was interviewed by a number of publications including Business India, Outlook Business, Businessworld, daily newspaper DNA and the Economic Times. During his interview with the latter, McGovern announced IDG's intent to establish a $150 million venture capital fund to invest in technology startups. McGovern said that the fund should be operational by October

McGovern also found time to meet with IDG India employees in Bangalore, Mumbai and New Delhi as well as staff at the IDC Centre for Consultancy & Research in Bangalore.

Contact Bringi Dev at bringi_dev@idg.com. WU

Coming up

IDG Asia/Pacific Managers Meeting
June 7-9
Beijing
Contact: Maggie Murphy
maggie_murphy@idg.com

IDC-Manufacturing Insight's RF-Enabled Sensor Networks Forum 2006
June 8
Seaport Hotel
Boston
http://www.idc.com

Vietnam ICT Insight
June 13-15
Nha Trang
Vietnam
http://www.idg.com.vn

IDC IT Forum & Expo CIO Summit
June 14-16
Boston
http://www.idcITexpo.com

European Media Management Institute
June 19-21
Warsaw
Contact: Laurie Butson
laurie_butson@idg.com

Telecoms and Mobility Conference
June 21
Hotel Executive
Milan, Italy
http://www.idc.com/italy

European Managers Meeting
June 21-23
Warsaw
Contact: Maggie Murphy
maggie_murphy@idg.com

Computerworld IT Leaders Regional Summit
July 11
New York
http://www.premier100.com/regional

Vietnam Computerworld Expo & Vietnam ICT Outlook
July 12-15
Ho Chi Minh City
Vietnam
http://www.idg.com.vn

noteworthy people

Promotions

Kornegay

IDC Asia/Pacific Associate Director of Sales **Brian Kornegay** has been promoted to director, Major Account Sales. "Brian has been a stellar and consistent contributor to IDC Asia/Pacific Sales over a long period of time," said **Steven Phillips**, VP A/P Sales. "He has taken on increasingly difficult assignments and has been responsible for the key accounts for several years. Brian has also provided guidance and leadership to a young sales force in addition to his normal duties. This year he has also taken on a role helping the senior management team develop the strategy behind the tactical implementation." *bkornegay@idc.com*

Arora

IDC Asia/Pacific Associate Director **Rajnish Arora** has been promoted to research director of Enterprise Server and Workstations Group. "An extremely dedicated analyst, Rajnish has earned a great reputation within IDC and outside for his thorough knowledge and understanding of the market," said **Avneesh Saxena**, VP, Computing Systems Research. "His uncompromising values on data credibility have earned him the respect of his clients who have great faith in his reports. Another feather in his cap has been the collaboration with the worldwide teams to ensure greater quality of research through timely reconciliations and consistent definitions. His deep understanding of the market is a strong asset that both IDC sales and customers have leveraged to their benefit. I have always seen Rajnish step up to the challenges over the past many years with unrelenting energy to meet the goals that are laid out for him." *rarora@idc.com*

IDC Korea IS Administrator **Yong-Jin Jun** is now senior IS/Web executive. "Since Yong-Jin joined IDC Korea, he has been doing very well in all his duties such as local website management, IS, help desk, database and event support," said **Hyun-Ju Kim**, marketing manager, IDC Korea. "He successfully launched the new local Web site and also automated most of the management and administration of the IS department. As a result, our IS environment has been much improved and our efficiency has increased accordingly." *yjjun@idc.com*

Chung

Daphne Chung, previously senior analyst, Software Research with IDC Asia/Pacific, is now research manager. "Daphne has been a significant member of the team," said **Wilvin Chee**, associate director, A/P Software Research. "She can always be relied upon to run that extra mile, despite having a multitude of tasks to handle. Lately, she has been instrumental in securing major software renewals with key clients like Computer Associates and HP, both of which have confidence in working with her to provide them with quality data and reliable insights. Her diverse experience will be crucial in bringing more business success, research depth and group stability." *dchung@idc.com*

IDC Asia/Pacific Market Analyst, Software Research **Willie Low** is now senior analyst, Software. "Willie has been instrumental in the software research group, managing the security software and security appliance tracker and CIS duties within the AP Infrastructure Software research as well as ensuring high-quality client support for his programs," said Research Manager Daphne Chung. "A great and reliable team player, Willie has always stepped up whenever called to, from collaborating on tough projects with other IDC groups to taking the lead in security events and other presentations. As a result, he has and continues to build a strong reputation as a trusted advisor to our security software clients." *wlow@idc.com*

Tan

Sharon Tan moves up the IDC Malaysia ladder from to market analyst, Enterprise Applications, to senior analyst. "In her few years with the software research team, Sharon has consistently demonstrated high competency in all that she has been tasked to do," said Wilvin Chee, associate director, A/P Software Research. "With a lot of hard work and dedication, she has single-handedly founded our regional research knowledge base in software markets such as Business Intelligence and Analytics Applications, Database Software, and Content Management. Sharon manages a variety of regional software programs, including the semiannual tracker programs of Business Intelligence Software and Database Management Software. She is also the program manager of A/P Application Tools Software CIS." *stan@idc.com*

New employees

Alison McCormack is IDG World Expo's new conference specialist. She previously worked in Hollywood as a location manager and scout for TV shows, commercials and music videos, finding, preparing and managing all the location aspects of filming. She holds a B.S. in speech from Northwestern University in Evanston, Ill., and an M.A. in creative writing from the University of London's Birkbeck College in the U.K. *alison_mccormack@idg.com*

PETER SHORT

Fleming

Maureen Fleming joins IDC Framingham as a program director, Business Process Automation and Deployment, coming from her role as a consultant in Symantec's strategy group. She holds a bachelor's degree in general studies focused on computer science, economics and journalism from the University of Michigan and enjoys bicycling. *mfleming@idc.com*

Mark Hattersley joins IDG U.K. as the new editor of Macworld. He previously worked at Future Publishing's Computer Arts magazine and before that was editor of iCreate and Planet PlayStation. "Previous highlights of my career," he said, "include editing Web Designer, the U.K.'s longest-running Internet magazine and launching Digital Video Made Easy, which remains the U.K.'s leading video-editing title." *mark_hattersley@macworld.co.uk*

IDG U.K. has hired **Radhika Nair** as assistant editor of Techworld. She was previously a sub-editor and copy editor for various technology magazines in India, including CHIP magazine of Vogel Verlag-Germany and the technology portal ZDNet India.com. *radhika_nair@techworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Walter Kainz *IDG Germany*

19

Norman Noble *PC World*
Frank Genovese *InfoWorld*

15

Glenna Fasold *Network World*

14

Karen Mulligan *IT World Canada*

11

Christopher Greene *IDC*
Mans Klockar *IDG Sweden*

10

Thomas Davis *Network World*

8

William Xu *PC World*
Sharon Robinson *IDG U.K.*
Mary Menendez *IDC*
Pamela Giesen *IDC*
Sophie Mayo *IDC*

7

Jean Marshall *IDC*
Linus Lai *IDC Malaysia*

6

Beverly Bernardi *Connell Communications*
David Castaneira *IDG France*
Nathaniel Martinez *IDC U.K.*
Jose Carlos Daganzo *IDG Spain*
Christophe Urra *IDG Germany*

5

Stacey Tardif *Connell Communications*
Jane Weissman *Network World*
Manav Sehgal *Network World*
David Watson *IDG New Zealand*

4

Tomas Jirasko *IDG Czech*
Elsa Opitz *IDC U.K.*
Sascha Mutschler *IDG Germany*

3

Dale Fisher *Network World*
Martha Martin *IDC*

2

Stacy Heintz *IDC*
Elizabeth Enriquez *IDC Mexico*

1

David Mahoney *Network World*
Olivier Ferger *IDC France*
Niels de Rijk *IDG Netherlands*
Laurie Harthan *IDC*
Ryan Patterson *IDC*
Matthew Duffy *IDC*
Hanna Sverne *IDG Sweden*
Robert Redgate *IDC U.K.*
Miguel Palomero *IDG Spain*
Gemma Burton *IDG Global Solutions U.K.*
Cindy Kwan *IDC Malaysia*
Stephen Chong *IDC Malaysia*
Erin Brennan *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

View webcasts on IDG Central

On the home page of IDG Central (www.idgcentral.com) this week are webcasts from IDG Communications President **Bob Carrigan** and IDG VP, Corporate Sales **Matthew Yorke**. Carrigan discusses Q2 results for the U.S. business units he oversees and explores several corporate initiatives. In his presentation, Yorke discusses the challenges and opportunities involved in selling integrated solutions.

Additional webcasts and video clips can be found by clicking the "Browse Features" link at the bottom of the right margin of the home page.

One on one

continued from page 3

The more your content is read, discussed, tagged and linked the higher will be your rankings. Of course, all sites should continue to review all the latest SEO (search engine optimization) techniques, but that's just one element of being found. The IDG business units that are experimenting with and deploying the social community aspects or search likely will win out.

Q You hear a lot these days about the importance of understanding that online is a one-to-one relationship. What exactly does this mean, how is it different from the relationship between a printed publication and the reader and what are the implications of this relationship between the online site and the user?

A "One to one" is all about a user-centered philosophy. In a print environment content was created and selected by editors and then "pushed" to users. The user has no real choice over the content they receive. The interactive environment of the Internet puts the users in charge, allowing them to select or "pull in" content to meet their specific need and interests.

Users can build personal content areas, and they can subscribe to content via newsletters, RSS feeds, podcasts, etc..Users can choose to interact with other users sharing similar interests or interact directly with the authors. Users now expect a large amount of interactivity on Web sites, and if these services are not made available they are likely to seek such features elsewhere.

Q Back in the day when print reigned supreme, the separation of editorial and advertising and/or vendor-supplied content in the form of white papers was strictly enforced. The line seems much more blurred in today's online world. What's changed and why?

A In today's online world the publisher acts as more as a facilitator between content authors, the audience and the advertisers. The content available to users on our Web sites may be original content created by editors and paid contributors. It may be provided by members of the community through users reviews, user blogs, user-submitted podcasts and videocasts and other forms of participatory content. And, it may come from vendors in the form of white papers, webcasts, product spec sheets, research papers or vendors podcasts. The Internet allows us to make much more content available to our users to help them make more informed decisions than was possible in print. The role of the brands is to ensure that the users have access to the most valuable content to make informed decisions. Going forward I believe that the balance of content on our Web sites will shift more and more to community and vendor-created content.

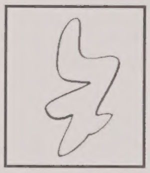
quick poll for fun

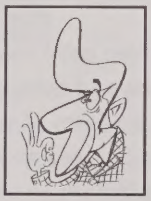
Design inspiration

IDG World Update surveyed art department denizens and asked "What do you do to find inspiration?"

I usually get my inspiration from things around me. If I hit a 'block' I will take a walk in the garden, or around the shopping mall, and just do some window shopping. My inspiration will usually come from nature or from something somebody is wearing or doing while I look around. Sometimes I will phone my 5-year-old niece, and see what she is doing — that sometimes gets the creative juices flowing! Quite often, at the office, I look around at my colleagues, take note of the colors they are wearing for the day, or see what they are doing, and usually something associates in my brain, and I get an idea. Quite simple really, it can be something totally unrelated with the subject, but an artist's brain can make some weird associations sometimes.

— ***Lindy Fobian**, layout artist, ICT Media, Johnnic Communications Magazine Division (South Africa)*





I relax my mind and try to look at things in new ways by doodling abstract shapes and then making new drawings out of it. I always end up with something more spontaneous than anything I would have come up with if I forced it. If you don't draw, try lying down in the grass and looking for shapes in the clouds. After a few minutes, your mind is open to seeing things in new ways.

— ***Brian Gaidry**, art director, Network World*

I fill my cube and home office space with tons of imagery, toys, photos, pictures gadgets and gizmos. Anything can become an inspiration; especially when you aren't looking for it.

— ***Eric Anderson**, associate graphic designer, Network World*

In the past I would run to the art section of a local bookstore and thumb through all kinds of books to generate inspiration. Honestly though, now I take my four-year-old's drawings and stare and refuel; very inspiring and idea-generating. Drawings and music are two key ingredients for inspiration.

— ***Andrea Slobogan**, designer, Executive Programs, CXO Media*

My favorite inspiration is going to SF MOMA [San Francisco Museum of Modern Art]. On a more regular basis, I'm perusing newsstands and bookshelves.

— ***Nancy Suess**, art director, InfoWorld*

Working in London, there is always something that I've never noticed before, whether it's architecture, street furniture or simply the people, so I simply pop on my iPod and go for a walk!

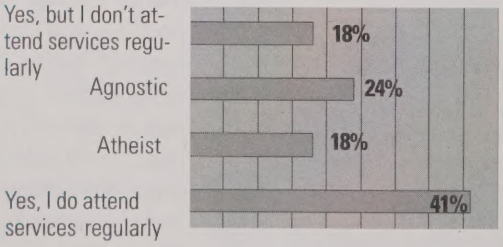
— ***James Nolan**, art director, PC Advisor*

I flip through old copies of *Communication Arts* Design Annuals. The annuals are full of award-winning projects from designers all over the U.S. The visuals usually spark ideas for me.

— ***Caroline Mewing**, graphic design specialist, Computerworld*

Question of the Week for May 29

Do you consider yourself religious?



Log on to www.idgcentral.com to vote on this week's question: What year did IDG launch its first venture capital company?

World Update PDF delivery available

If you would like to receive IDG World Update delivered as a PDF each Monday, send a request with your name and e-mail address o world_update@idg.com.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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CIO print writers make their presence known online

Editorial goal is to surround readers with rich content in a variety of formats

At CIO, integrating print and online means having everyone on both the print and online staffs think about what works best where when conceiving, planning and executing stories for either medium. The editorial strategy is to be both timeless and timely and to surround its audience with the right formats in the right medium all the time. To that end the Framingham, Mass.-based bi-weekly not only puts all of its print stories on its site (http://www.cio.com/) but makes sure its writers have a frequent presence there as well, whether it be through blogs, podcasts or other forms of rich media.

> *"What we're putting into place is a lot more collaboration and communication at the decision-making and assignment levels."*
>
> — *Abbie Lundberg, editor-in-chief, CIO*

"What we've been doing for the past year is really encouraging the editorial staff to participate online," CIO Editor-in-chief **Abbie Lundberg** said. The site's 10 blogs are driving some of the highest number of page views on the site, she said. "If a story get more than 10,000 page views, that's big for us."

CHRIS LINDQUIST

CIO Executive Editor ***Christopher Koch****'s blog, Koch's IT Watch, is one of the best-read sections on CIO.com.*

The blogs, which are written by CIO staffers and two outside writers, have been on the site for more than a year. Senior Writer **Meredith Levinson**'s 'Movers and Shakers' blog on the career moves of IT executives has been a top scorer month after month, according to Lundberg. Executive Editor **Christopher Koch**'s 'Koch's IT Strategy,' which looks at enterprise IT ideas that work — or don't — is "pretty deep stuff and people love it," she said.

Lundberg said that a CIO Reader Panel participant once told her that the best way CIO could serve him was "to find ways to insert yourself in the spare moments of my day." She said she borrowed the idea of the 'CIO To Go' podcast, which offers audio versions of CIO articles, from CIO Sweden. Other

continued on page 7

Macworld video gets huge audience on YouTube

Editors use popular video-sharing site to post video explaining MacBook feature

When Apple Computer released its much-anticipated MacBook last month, Macworld editors were, of course, among the first to review it for their readers. But one of the most interesting new features — an accessible battery bay where the notebook's RAM module and hard drive reside making the machine extremely easy for users to upgrade — proved difficult to describe in print and even harder to explain with photographs. The editors had been doing some work with video (tips of the month and some interviews) and decided this would be a great opportunity to test the medium's appeal for a news-related use.

ComputerPartner editors use YouTube videos to connect with readers ***-- p. 5***

Using a small hand-held digital video camcorder, Editorial Director **Jason Snell** shot the video, which showed him opening the battery bay and removing the RAM module and hard drive with his other hand. Snell then used Apple's iMovie software to edit the video and export it into MPEG-4 format. "The whole project took less than an hour start to finish," said Snell, "including writing a short story for the Macworld Web site pointing users to the video link."

Rather than host the video on its own site, which would have involved "digging out the QuickTime video-embedding code and adding time to the project," Snell said they decided to experiment with

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Inside this issue

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April publication profit margin report *page 2*

One on one: Network World CEO & Publisher Evilee Ebb *page 3*

IDC Italy, IDG World Expo organize LinuxWorldSummit *page 4*

Martin Hingley reflects on 20 years at IDC U.K. *page 8*

in brief newsworthy

Energy Insights acquisition expands breadth of company's product offerings

Brad Davids (front) and **Rick Nicholson** (striped shirt, behind Brad) pose with the entire Energy Insights team last week at a company meeting.

Energy Insights, one of five IDC Insights companies focused on vertical markets including manufacturing, financial services, health industry, government and energy, announced late last month the acquisition of the Market Intelligence Division of EPRI Solutions (formerly Primen, Inc.). The newly acquired group is based in Boulder, Colo., not far from Energy Insights' existing Denver office. As a result of the acquisition, which is effective immediately, Energy Insights is now one of the largest U.S. research and advisory firms supporting the energy and utilities marketplace.

"With 18 staff members, we now have more dedicated staff covering this vertical market than our competitors," said **Rick Nicholson**, vice president of research at Energy Insights. Prior to the acquisition Energy Insights had seven core research products that covered everything from energy wholesale and retail to delivery strategies and upstream (i.e. the exploration and production sector, including crude oil and natural gas). The EPRI Solutions' Market Intelligence Division portfolio is complementary to those programs and allows the company to expand its coverage beyond the traditional technology topics to areas such as consumer behavior and usage, best practices in load research and forecasting, distributed generation and energy storage and renewable energy trends, Nicholson explained.

"By building on both these organizations' success, this acquisition uniquely positions us as an unparalleled resource in this market," he added. "As we join forces, we can now reach more clients — with a combined base of 150 energy companies and technology providers — and we can extend our research coverage and expertise to include more areas of client interest."

Added **Brad Davids**, former vice president of EPRI Solutions and newly appointed vice president of research for Energy Insights, "I am excited to join forces with Energy Insights. The synergies between our two companies will enable us to build on EPRI Solutions' five years of success in the marketplace and position the firm to deliver information services and analysis tailored to the needs of our new and existing customers."

The acquisition comes on the heels of the company's fourth quarterly meeting of its expanding Energy Executive Council and the successful launch of its Energy and Utilities Forum last month in Chicago.

EPRI Solutions is a subsidiary of the Electric Power Research Institute (EPRI), a collaborative research and development organization serving the power industry. In 2000, EPRI and the Gas Technology Institute, created Primen to provide market intelligence specifically for the energy community.

Energy Insights launched in January 2005 to provide energy industry executives with research-based advisory and consulting services. The Framingham, Mass.-based company enables clients to make more informed technology decisions, maximize the business value of their technology investments, minimize technology risk through accurate planning and benchmark themselves against industry peers. Staff is distributed across the U.S. with employees in Framingham, Denver, Boulder, San Diego, and Madison, Wis.

For more information, contact Rick Nicholson at rnicholson@idc.com.

Full April publication profit margin report available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of April, see this feature on IDG Central (http://www.idgcentral.com).

CW/IW publications
1. Computerworld Bulgaria
2. Computer Sweden
3. China Computerworld
4. Czech Business World
5. Computerworld U.S.

PC World publications
1. PC for Alla (Sweden)
2. PC Tipp (Switzerland)
3. PC World Bulgaria
4. Mikrodatorn (Sweden)
5.. PC World Norge (Norway)

Macworld publications
1. Macworld Espana (Spain)
2. Macworld U.K.
3. Macworld U.S.
4. Macwelt (Germany)
5. MacWorld Sweden

Networking publications
1. Nettverk & Kommunikation (Norway)
2. NetWorld (Poland)
3. Network World U.S.
4. Network World (Japan)
5. China Network World

Reseller publications
1. China Computer Partner World
2. Australian Reseller News
3. IT-Bransjen (Norway)
4. New Zealand Reseller News
5. IT-Branschen (Sweden)

Games publications
1. GameStar (Germany)
2. GamePro (Germany)
3. GameStar (Hungary)
4. GameStar (Czech Republic)
5. Australian GamePro

CIO publications
1. China CEO & CIO
2. CIO Sweden
3. CIO U.S.
4. CIO Singapore
5. CIO Japan

one on one

the interview

Evilee Ebb
The CEO and publisher of Network World, Inc. is this week's columnist. Reach her at ev@nww.com.

From a single-product print company to a multimedia company with three Web sites, 15 event programs, a newsweekly, 50-plus e-mail newsletters and some 20-plus other online offerings, growing NWI from one product to more than 90 has been a wild ride for our entire team.

Q Network World celebrated its 20th anniversary in March and you have been with NWI for 17 years. How has Network World changed?

A As Jerry Garcia from the Grateful Dead said, "What a long, strange trip it's been." From a single-product print company to a multimedia company with three Web sites, 15 event programs, a newsweekly, 50-plus e-mail newsletters and some 20-plus other online offerings, growing NWI from one product to more than 90 has been a wild ride for our entire team. After all this time, I could go on and on, but to highlight just a few milestones: We were asked to take over IDG Executive Forums and are proud of the fact that our team took a "big DEMO" and a "little DEMO" and turned them into two huge DEMO conferences. Next is the launch of DEMOWorldChina in September. In online, we've grown from one newsletter to more than 50 and created great programs like our $1million Executive Guide home run from conversations with customers. We were honored to work with IDG World Expo to premiere LinuxWorld.com June 1 (hard launch in August) and take on JavaWorld.com from Macworld in July. We are also excited about community opportunitites for all our sites. Print has been fun, too, as our wildly successful journalists and sales professionals are so good at what they do they have inspired nearly every print publication in our direct competitive set to fold including Communications-Week/InternetWeek, LAN Times, Data Communications, InteractiveWeek, Network Magazine/IT Architect.

Q Can you describe Network World's print, online and events businesses in terms of percent of revenue and growth philosophy?

A For FY06, we are forecasted to have 53% of revenue from print, 22% from online and 25% from events, which shows the percentage of revenue moving from print to both online and events relative to FY05. Since we run NWI to market and plan and not to specific revenue percentage goals for print, online and events, this revenue movement is 100% customer-driven. We are happy to report that year-to-year revenue growth will be experienced in all our product lines. We have always and will always produce world-class products and programs in any medium that helps our customers achieve their goals. Having said that, since today there is more potential for profitable revenue growth in both online and events, we invest in and maintain a fluid organization to make sure that those programs are innovative and most importantly deliver to our clients' expectations.

Q Today, everybody seems to be focused on building online communities. What is Network World doing in this area?

A We are integrating community into everything we do. Research Center pages have links to topic-specific forums and blog posts, our Best of NetworkWorld.com newsletter highlights the best of the forums and blogs, and we have brought on several new bloggers in the hopes of driving community activity around specific subjects. Our community page views, which include both blogs and forums, have more than tripled in the past year. In addition, other steps we are taking to boost community include better integration at the article level, for example topic-specific forums linked to articles, and links to broadly accepted community tools such as Digg that will let readers vote on specific articles and posts.

Q What is the Project Management Council?

A When a new product idea or sponsorship opportunity arises, we need to "do it, do it right and do it now." To help our teams achieve these goals, we have launched a year-long professional development program called the Project Management Council. Working in conjunction with IDG HR, we developed a training program centered around the topics of preparing, planning, implementing, controlling and evaluating project-related activities. The class of 2007 has 30 students who began their training in April. People in the program meet once a month to address a specific topic. Depending on the topic, the monthly meeting may be two hours or two days. Topics covered include project management principles, team building, influencing without authority, time and meeting management, risk management, communications and presentations. We are excited to offer this opportunity that will help develop our team and transform our business.

Q You spoke at the recent Global Media Institute on the subject of leadership. What makes a great leader at IDG?

A The beauty of a culture like ours is that there is no "one-size-fits-all leadership" style at IDG. Therefore, and from my perspective alone, to lead is to serve, your attitude determines your altitude, you are who you hire, keep the organization fluid and following profit, work hard and play hard, and there is only one boss — the customer. As for leadership traits that never go out of style, it is important to be a person of passion and integrity who can collaborate with others, make decisions and above all else, communicate, communicate, communicate. WU

What's on your mind?

Employees are encouraged to send suggestions for columnists they would like to see on this page as well as questions they would like to see those columnists address. All questions will be passed along anonymously. Write to world_update@idg.com.

LinuxWorldSummit in Milan appeals to broad audience

IDC Italy and IDG World Expo co-organize inaugural event

Substantial involvement by open source associations and end-user organizations, as well as significant pre-event publicity, were major factors in the success of the first LinuxWorldSummit in Italy, held May 15-16 in Milan and organized by IDC Italy and IDG World Expo.

The event drew more than 1,000 registered delegates, among them technical and business decision makers from public agencies and the private sector, IT providers and distributors and members of the open source community.

The summit was positioned as the country's only b-to-b event for a broad range of users and provided general and in-depth information about Linux-based solutions and, on a broader level, about open source platforms and products.

"Until now, the dispute between open source and proprietary software has assumed the tones of a religious war," said **Roberto Masiero**, president of IDC Europe, Middle East and Africa and leader of IDC's Worldwide Conferences group. "This is completely wrong. The Copernican revolution showed the importance of renouncing ideology and adopting an objective analysis that, in this case, takes into consideration the benefits for enterprises, non-profit-making organizations and public agencies."

The conference's agenda included plenary sessions, workshops hosted by five of the 13 sponsors, and interactive Lab sessions with technology experts. Featured IDC speakers included SVP/Global Software **Anthony Picardi** and VP/System Software **Al Gillen** from IDC U.S. and IDC Southern Europe Group VP & General Manager **Ezio Viola** and IDC Italy Practice Manager **Alessandro Lorenzelli**.

Italian subsidiary is now a licensee

IDG Communications Italia is now Nuov@Periodici Italia. Former IDG Italia Managing Director **Mario Toffoletti** recently negotiated a management buyout of IDG Italia. He is operating the company as an IDG licensee under the new company name. The team remains in the same offices in Milan and publishes local editions of CIO, CSO, Computerworld, Network World, Macworld and PC World.

Toffoletti can be reached at mario.toffoletti@nuovaperiodici.it.

NUXWORLD
IDC
Analyze the Future
WORLD
SUMMIT
2006

The panel discussion on creating a business model for the development of the software industry in Europe and Italy featured sponsors from Hewlett-Packard, Sun Microsystems Italia, IBM Italia and Bull Italia.

Picardi reviewed a recent IDC survey of 5,000 developers in 33 countries that showed open source is currently used by 71% of the organizations surveyed. A new IDC Italy study of 150 Italian companies showed a 3% increase of Linux adopters over last year. Worldwide, IDC estimates that Linux software will have an annual average growth rate of 44%, reaching a value of $15 billion by 2008.

Nine open source associations and portals helped promote the event in the months leading up to the summit through their Web sites and member newsletters. Those groups had a demo area at the summit for their own presentations and held "installations parties" where users could bring their laptops and get assistance installing the Linux operating system. Three end-user organizations, which also had a presence at the event, also publicized the summit through member newsletters and their Web sites.

Marcomm activity

The Web site http:// www.linuxworldsummit.it contained not only detailed information about the summit but a variety of resources as well. One example was the Showcase section in which users and providers were able to publish reports about successful software projects. This section contained two parts: the business gallery, with reports of successful projects realized through open source technologies; and the software gallery, with downloadable applications and solutions developed in Italy or by Italian companies.

More than a month before the event, organizers secured seven in-depth interviews and articles in a major business portal, http://www.ilsole24ore.com, and in business and IT magazines. The latter included all 32 pages of the May 15 issue of Computerworld Italia, replete with sponsor advertising, which focused on the primary topics covered at the summit and, among other subjects, an overview of what CIOs need to know about Linux and open source software. A total of 21 media partners, representing a wide range of media outlets, supported the summit.

*For more details contact IDC Italy Senior Marketing Communication Specialist **Claudia Corradi** at ccorradi@idc.com.*

June 12, 2006

Production Coordinator (CWI)

Computerworld has an opening for a Production Coordinator who will be responsible for daily distribution of email newsletters and coordination of all Careers advertising for both print and online. The individual in this position will schedule ads into the newsletters and will send the newsletters using Lyris, an email list management and delivery system. For IT Careers coordination, this person will communicate with Careers clients and agencies by phone, email and fax; schedule ads in AdWorks by inputting billing information; create ads in Quark using copy supplied by the customer; and compose the Careers pages for Computerworld using ClassForce. Familiarity with Lyris, AdWorks, ClassForce and Quark is extremely helpful. Strong organizational and communication skills, ability to handle multiple tasks under the pressures of daily and weekly deadlines, customer service orientation, excellent phone manner, and computer skills required. The ability to work independently while contributing to a close-knit department is essential. 1-3 years' experience in classified ad coordination, print and production helpful. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Traffic Coordinator (CWI)

Computerworld is looking for a Traffic Coordinator to provide administrative support to our Traffic Department. This position is a 22.5 hour a week position. Duties include preparing postal forms and postage reconciliation, auditing freight bills, maintaining and submitting records of postal and freight expenditures to CW and IDG accounting and generating weekly reports pertaining to the distribution of the publications. Other responsibilities include preparation of graphic displays of various delivery metrics. Candidates must be well organized, detail oriented and able to prioritize tasks and follow through to completion. This individual will work closely with internal departments such as Circulation and Production as well as external vendors such as freight carriers and printing plants. Excellent written and oral skills as well as knowledge of Microsoft Office and a proficiency in Excel are required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

User Support Specialist (CXO)

CXO is seeking a highly motivated and enthusiastic User Support Specialist to join its IS department. The ideal candidate will have excellent communication and customer relation skills. In this position, you will assist with the deployment, support and administration of enterprise wide technologies and services. The User Support Specialist will ready desktops, laptops and MACs, installing the necessary software, configuring the system, testing the configuration and delivering the systems to end-users. You will identify and work to resolve application and system usage and technology problems. Ideal candidates will possess 2-5 years PC and Mac experience supporting Windows XP, MAC OS/9, OS X 10.3, AdmitMac, G4/G5, IMac and all the most recent software. Must have proven experience in a publishing environment with a focus on supporting the latest software; Microsoft Office (Word, Excel, PowerPoint), Project, Adobe Acrobat, Photoshop, FileMaker Pro, Lotus Notes, ALS (Ad Layout Software), K4. Proficient in Adobe InCopy, InDesign, Photoshop CS, Illustrator CS, CopyDesk. The ideal candidate will have experience in all of the above and will possess the ability to answer questions, train users and identify ways to improve current processes based on the latest technology. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Associate Editor (IDC)

Editorial Services in IDC's Publishing Services and Technologies is seeking an associate editor to copyedit and proofread information technology market research documents in a deadline-driven publishing operation that serves IDC's research analysts. This position offers the editor with two to three years of experience in an IT environment the opportunity to sharpen and expand their editorial skills and IT knowledge and to work with a successful team of seasoned editors. A BA degree in English or journalism is required along with at least two years of editing experience, ideally in an IT environment. Applicants must have experience working with Microsoft Word, Excel, and PowerPoint. A solid knowledge of grammar and usage is necessary, along with the ability to learn IDC's style and the complexities of IDC's research guidelines. An ability to multitask is necessary, as well as a willingness to learn additional steps in the publication process, such as formatting and proofreading. The editor must be deadline-oriented, with the ability to make editorial decisions quickly and correctly. Excellent interpersonal skills are necessary to enable the editor to communicate with our clients, the IDC analysts, and with the other editors, as there is considerable interaction with others throughout the process. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

VP, Interactive Products (IDC)
The VP of Interactive Products is responsible for managing the US based Interactive Products team, and supporting and leading the interactive operations in all IDC regions around the world. This includes managing the product management, web design and technical support functions of IDC. The VP of Interactive Products will drive the continued improvement of IDC's online research deliverable including improving search capabilities on IDC.com, managing IDC's online taxonomy, improving interactivity of IDC's research deliverables. Working closely with IDC's research community, the VP of Interactive Products will ensure new interactive products create a consistent experience for IDC's customers. Working closely with IDC Marketing, the VP of Interactive products will ensure IDC's brand is well managed, and IDC's public web sites are aligned with IDC's marketing initiatives. Responsibilities include but are not limited to: Developing IDC's online strategy aligned with the overall business strategy; Driving constant improvement for customers experience with IDC's electronic delivery of written research; Working with IDC's worldwide offices, ensuring IDC's overall web presence is consistent and aligned with the business; Working with IDC's product groups, ensuring IDC's interactive products deliver a consistent experience or IDC's customers; Working with IDC Marketing, ensuring IDC's online presence is aligned with IDC's marketing strategy; Ensuring customers receive excellent experience with all online products; Working closely with the IT group to ensure IDC's technology supports the Interactive Products strategy; Managing the Interactive Products staff and budget. Required Skills and Experience: Expertise in web standards, tools, and emerging trends; Ability to retain, and manage a technical and service oriented team of professionals; Demonstrated ability to collaborate with all levels within the organization; Experience managing large scale projects; Excellent product management skills; Excellent customer service skills; Strong marketing background; International experience a plus; Must have a high degree of willingness to be involved at all levels of a project. This position will work in a technical environment and the candidate must have a level of experience and understanding of all major web technologies. The successful candidate will have 10-15 years experience working in a fast paced web oriented environment with at least five years in a management role. M.B.A. or equivalent is preferred. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Event Sales Representative (NWI)
Network World has an outstanding opportunity for a highly motivated, energetic individual to sell event sponsorships. The Event Sales Representative will work in close partnerships with the west coast Event Regional Account Manager to sell multiple event products, prospect and develop new business, close sales and add value to existing business relationships. Qualified candidates will work independently as well as collaboratively in a fast paced environment, possess excellent communication, interpersonal, and customer service skills, have a strong phone presence and the ability to make a high volume of prospecting calls. Prior event sales experience, knowledge of technology space, 2 years working in a sales environment a plus. This position may also call for occasional travel to select events.
Location: Oakland, CA
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Regional Account Manager (NWI)
Network World Inc. is seeking a dynamic, self-starting integrated sales professional with 5+ years of outside online and print media sales experience, as well as 2+ year's event sales experience to handle a large territory. This seasoned professional must have a proven track record in creating new business opportunities while maintaining and increasing current customer revenue. Ideal candidate will be a highly effective communicator with the ability to close a sale. Applicant must be able to work in a team environment collaborating internally in Network World as well as externally with the other IDG Business Units. This position will require the ability to deal with various decision makers, including Director and VP levels and work with companies of all sizes as well as with their agencies. ***Location: Oakland, CA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Marketing Specialist (WEC)
IDG World Expo has an exiting opportunity for a marketing professional to join the team. The Marketing Specialist will be responsible for the development, design, and implementation of attendee marketing materials and lead generation plan execution. This will include a heavy focus on management of internal and external collateral, email, direct mail, website, advertisements and other marketing programs. This involves creating, writing and evaluating creative marketing communication messages and materials that maintain brand integrity and grow attendance. Specific responsibilities will include assisting in the production of direct mail materials and event guides, managing outside vendors, coordinating website content, managing the creation of sales materials and writing promotional copy. We are looking for a detail-oriented, communications professional with 2-3 years of experience in marketing communications, product marketing or direct marketing. Experience in the conference/trade show industry is a plus. Some travel required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Go to <ins>http://careers.idg.com</ins> to view all current job opportunities at IDG

Marketing Manager (WEC)

IDG World Expo has an exciting and rewarding opportunity for a motivated marketing professional to join the team. The Marketing Manager will oversee all aspects of marketing communications in order to promote and drive attendance to select IDG World Expo Events. This position will be responsible for developing and implementing the overall marketing strategy and plan for each of our conference brands. In addition responsibilities include, developing marketing collateral, demand generation, and external communication materials as well as overseeing website design, layout and content management from a marketing perspective. Other responsibilities include setting and maintaining attendee and exhibitor marketing budgets, refining target markets through database analysis, researching and identifying strategies for direct mail and email campaigns, developing campaign messaging, managing creative development, as well as measuring results and calculating the ROI for past and future marketing campaigns. Part of the role will also include identifying new opportunities for strategic brand extensions and new sources of revenue, and participation in the development of marketing best practices across the organization. Ideal candidates will possess a minimum of 5 years of experience in conference marketing or event marketing and demonstrated ability with website design, as well as knowledge and experience with both keyword optimization and search engine optimization. Candidates should also possess experience with managing budgets, vendor management, and the ability to write and edit effectively. Some travel required. ***Location: Framingham, MA***

Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Strategic Relationship Manager (WEC)

IDG World Expo has an opportunity for a program management professional to join the team. Reporting directly to the VP of Marketing, the Strategic Relationship Manager will be responsible for developing unique programs in which IDG World Expo events and targeted media outlets can work together to build market momentum. The person in this position will be responsible for researching and determining the appropriate partners to target for each of our events. This will include penetrating media outlets and initiating, negotiating, and managing strategic relationships with key industry publications, associations, and other forms of media. Ideal candidates will possess a minimum of 3-5 years experience in the event industry in a strategic relationship, business development or trade agreement role, excellent communication skills both written and oral, the ability to think on his/her feet, and an understanding of the value of marketing campaigns and outreach initiatives.

Location: Framingham, MA

Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

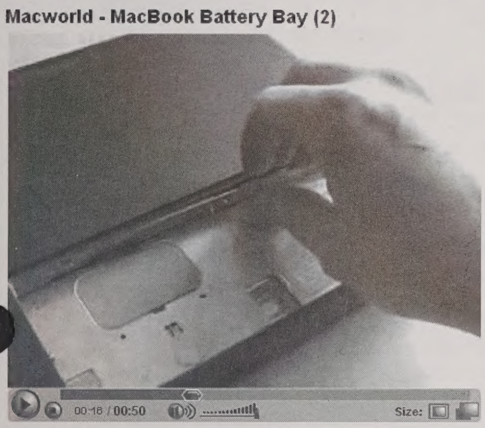
YouTube

continued from page 1

posting the video on the hugely popular YouTube video-sharing site. "YouTube has an embedded Flash-based video player that lets you easily stick the video in the middle of your story," Snell explained. "Also, I knew YouTube is a great 'viral-video' site and figured it was worth trying."

The hunch proved right. Within the first five days of appearing on YouTube, the video logged more than 100,000 views. To date, the number is 165,000. "This is a far greater number of people than would have seen it on the Macworld.com site alone," said Snell, who guessed it would have garnered closer to 40,000 or 50,000 views on Macworld.com. The video was also among YouTube.com's top 25 most viewed videos for the week of May 15.

The video was also among YouTube.com's top 25 most viewed videos for the week of May 15.



*This image, taken from Macworld Editorial Director **Jason Snell**'s video on YouTube, shows him removing the housing from the MacBook's battery bay.*

Among the benefits of using YouTube to host its video, Snell listed the following:

- It is a huge, viral site that makes it easy for users to share links and forward videos on the Internet as well as embed them in Web pages, on blogs and the like.
- There are no bandwidth or other costs associated with placing a video on YouTube.
- It provides an embedded Flash video player so that video loads and plays within Macworld.com's pages.

Among the drawbacks Snell sited:

- YouTube doesn't drive traffic directly back to Macworld.com.
- External sites can link to the YouTube video instead of to the Macworld.com site.
- YouTube doesn't provide easy ways to generate external hyperlinks within their pages.

In addition, YouTube does not allow commercial announcements so ads cannot be placed within videos hosted there. However, Snell said that they are pursuing this line of discussion. "It's possible YouTube has an alternative term of service for businesses; we're going to talk with the video-sharing services about possible future cooperation there."

So this time, it was mostly about branding, Snell said. "I mention Macworld.com at the beginning and the end of the video. In the future, we'll have to figure out the best balance of branding and revenue, whether we come up with our own embedded player and pay to host the files ourselves or partner with a video-sharing service."

But what they have learned, Snell added, is that "people are interested in viewing videos — they help people connect with the subject matter in a way that they otherwise might not. It's better for some tasks than either words or pictures. From now on, we're going to keep videos in our palette of options when news breaks."

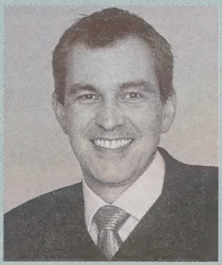
For more information, contact Jason Snell at jsnell@macworld.com.

ComputerPartner editors use YouTube videos to connect with readers

Editors at IDG Business Verlag's ComputerPartner have been using videos from YouTube.com to connect with readers and encourage them to visit the publication's Web site. Several months ago, ComputerPartner.de Editor-in-chief **Christian Meyer** said he was exploring the site and found himself laughing out loud at many of the videos posted there.

"If I can laugh about all this, then why shouldn't our readers and visitors to our Web site?" he thought. And so he said, the editors began including brief descriptions of their favorite YouTube videos in the Monday and Thursday editions of their e-newsletter along with a link that takes them directly to the ComputerPartner site to view the video. The newsletter is sent out around midday and the video descriptions appear in a section called "ComputerPartner Dessert."

"Lunchtime is best time to take a break and we bill these videos as a 'delicious little dessert' – it's just meant to be a short entertainment."



***Christian Meyer**, editor-in-chief of ComputerPartner.de, includes links to YouTube videos, embedded on the ComputerPartner.de Web site, in e-newsletters to entice readers to visit the site.*

Meyer said they select a wide variety of videos — funny advertising spots, short pieces about an interesting technology or just plain strange clips – that they think might appeal to readers. "Lenovo, for example, has posted some really amusing video clips that are said to be secret films from their production laboratories," Meyer said.

Meyer said that the videos are a huge hit with readers. "On the days we post the videos to our site, they are always within the top five items viewed," he said. And feedback has been overwhelming. "We receive numerous videos from our readers who ask us to publish them on ComputerPartner.de. If the videos are suitable, we post them and include the names of the people who contributed them. Our readers love that!"

Meyer said they save all the videos in an archive (http://www.computerpartner.de/videos/) where readers can go to view more.

For more information, contact Christian Meyer at cmeyer@computerpartner.de.

noteworthy people

Promotions

Sheer

IDG Corporate Human Resources Director **Piper Sheer** has been promoted to VP of HR for IDG Communications. "Piper was hired at IDG in 1993, and has provided HR support to many IDG U.S. business units over the years," said **Bob Carrigan**, president, IDG Communications. "I had the pleasure of working with Piper during my time at Computerworld and can confirm that she was instrumental in helping to restructure the organization for future success. Piper brings to this role a deep IDG knowledge and also a passion for making this company the kind of place that can attract and retain the talent we need to continue to grow our business, and I know she'll do a top-notch job. Piper's main focus will be on supporting the IDG Communications U.S. and the World Expo companies and working with the HR teams at the business-unit level. In addition, she'll manage the staff that handles compensation, training, and the IDG Employee Survey internationally." *piper_sheer@idgcom*

IDC Asia/Pacific Senior Research Manager **Natasha Tan** has been promoted to associate director of Peripherals Hardcopy Research. "Natasha has been a strong manager and lead analyst in this space," said **Sandra Ng**, VP, Telcom, Peripherals & Vertical Research. "Her clients value her insights, and she has a great team of analysts supporting her as they manage and run their respective Tracker programs. Natasha has been instrumental in driving bookings and revenue for the group. With her business development the group has grown very well, despite servicing clients in a relatively low-growth segment." *ntan@idc.com*

IDC Asia/Pacific Manager, Partnering and Alliance Research, **Sureshpal Singh** is now senior research manager, Consulting. "Suresh has demonstrated strong leadership and consulting skills over the past year and has been directly responsible for winning several large consulting engagements," said VP, Consulting and Partnering Research **Walter Lee**. "Suresh works well cross-functionally with the analyst teams and sales teams across the Asia/Pacific region. *ssingh@idc.com*

IDC A/P Associate Analyst **Hayati Ali** is now market analyst, Personal Systems. "In just over a year, Hayati is already well established as the backbone for the 'editorial committee' of the PC team, editing a myriad of very diverse PC and PC Monitor qualitative reports with maximum efficiency and thoroughness," said **Reuben Tan**, senior analyst, Personal Systems Research. "In addition, she has successfully spearheaded custom reports, including the recently published Asia/Pacific LCD-TV and Plasma report. On top of that, Hayati wears the hat of handheld analyst for Singapore, with handheld vendors always turning to her for information pertaining to this market." *hali@idc.com*

New employees

Michael Haynes is IDG U.K.'s PC Advisor new staff writer. Passionate about graphic design and digital creativity, he was previously digital editor of Archant's Photography Monthly, Total Digital Photography and Which Digital Camera.
michael_haynes@idg.co.uk

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Debra Sobin *IDG*

26
Robin Robison *IDG*

24
Debbie Waters *IDG*

19
Imrtrud Schaefer *IDG Germany*

20
John Robison *IDG*

17
Janet King *IDG Research Services*

14
Agnieszka Cybulska *IDG Poland*
Stephen Lawson *IDG News Service*

12
Piyush Singh *IDC Center for Consultancy & Research (India)*
Stephen Compton *PC World*
Sheila O'Brien *IDG New Zealand*
MaryKay McIntire *Network World*

11
Tony Olvet *IDC Canada*
Danielle Nadeau *IDG*
Michael Hall *IDG*

10
Steve Traynor *CXO Media*

9
Walter Mehl *IDG Germany*

8
Bronwyn Harrison *IDG Australia*
Lottis Bergsson *IDG Sweden*
Matthew Bath *Digit UK*
Mario Apicella *InfoWorld*
Amy Capistran *IDG*

7
Paul Morrisette *IDC*
Anush Yegyazarian *PC World*
Danielle LaMountain *IDG World Expo*

6
Ben Worthen *CXO Media*
Stefan Willeke *IDG Germany*
Angel Julio Gonzalo *IDG Spain*
Torun Bjurman *IDG Sweden*
Romala Ravi *IDC*
Clark Morey *IDG Global Solutions*
Jennifer LeMay *IDG World Expo*
Karen Arnowski *IDG Global Solutions*

5
Andreas Schmitz *IDG Germany*
Belinda Johnson *IDC Australia*
Grace Han *IDC China*

4
Claudio Checchia *IDC Singapore*
Nina Olsson *IDG Sweden*
Nora Freedman *IDC*
Christopher Hodgson *Digit U.K.*
John Wang *PC World*
Eddie Chan *IDC Canada*

3
Cress O'Brien *CXO Media*
Tanya Webber *IDC Australia*
Elka Ghudial *IDC U.K.*
David Korse *IDG World Expo*

2
Heather Karki *IDC*
Robert Cerulle *IDC*
Randy Grossman *IDC*
Lu Dai *IDG Asia*

1
Paul Kerstein *CXO Media*
Ross Chapin *CXO Media*
Barbara de Oliveira *IDG Brazil*
João Carlos Ramos Jr. *IDG Brazil*
Naomi Chang *IDC Singapore*
Sunisa Siriphuekpong *IDC Thailand*
Keefe Lee *IT World Canada*
Bruno Andrade Faria *IDC Brazil*
Magdalena Szczodronska *IDG Poland*
Susanna Alvarez *IDG Spain*
Monika Kumar *IDC*
Gopal Chauhan *IDC*
Martin Nobida *InfoWorld*
Caitlin Sykes *IDG New Zeland*
Tammy O'Keefe *Network World*
Jonathan Kuba *IDG Ventures Vietnam*
Leah Barton *IDG World Expo*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

CIO

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podcasts on the site provide the latest IT industry news, culled from the IDG News Service; interviews with business executives and discussions on leadership and security issues. There are also podcasts of sessions from the CIO Leadership Conferences. The 'Ones to Watch' feature in the upcoming July issue will direct readers online to hear podcasts about the careers of the featured executives.

Lundberg said that CIO.com features feed the print publication and vice versa. "It's leveraging the work in appropriate ways — it's additive, not about making more work. For example, if we have a podcast of an interview with an industry executive that is really good we'll use it as a Q&A feature in print. We're using the IDG News Service more now for online news, and that has led us to use that content in print in our Trendlines section."

CHRIS LINDQUIST

CIO Online Newswriter ***Albert Sacco*** *takes a break from creating Google-friendly news nuggets.*

Similarly, a Christopher Koch blog posting on service-oriented architecture (SOA) led to a feature in the magazine, which Koch then developed into one of CIO's popular ABC back-to-basics pieces on CIO.com. Created three years ago and refreshed regularly, ABC special reports work well online and play into the "timeless" aspect of the site, Lundberg said. "They're really useful for people who need to know about a certain topic but aren't subject-matter experts. They're good, basic primers and pass-alongs on subjects such as outsourcing, customer relationship management and enterprise resource planning." (The latter ABC report continues to garner around 40,000 page views, month after month.)

She added that while "everything in the magazine goes online," it is often deepened to better link print and online. "We're trying to get more of our print readers online so we're offering value-added things like a link to a research analyst's white paper or the kind of technology detail that we wouldn't cover in the magazine — including links to, say, a new CIO Executive Council benchmarking tool — or big graphical pieces we can't fit in print or that are richer with an interactive component," she said.

Print-online integration has not come without its challenges, however, one of the biggest being juggling employees' workloads. Although there are separate print and online editorial teams, the content producers who write blogs and articles and create rich media do cross back and forth between print and online, according to Lundberg. "What we're putting into place is a lot more collaboration and communication at the decision-making and assignment levels," she said. "We have weekly print and online meetings and a couple of people attend both so everyone knows what everyone is working on."

Editor-in-chief ***Abbie Lundberg*** *said juggling employees' workloads has been one of the challenges of print-online integration.*

Maintaining editorial quality overall is "the most important thing to retain our high-level audience. We need to make sure we preserve the quality of our print product while we learn more about what works online," Lundberg said. "The challenges lie in figuring out how to change our processes to make the production of the magazine simple, streamlined and frictionless." She said there were a lot of risk-averse processes in place, such as requiring writers to provide a fully fleshed-out story angle and pitch along with multiple confirmed sources before giving them the green light to pursue the story or having a second editor on every story, regardless of whether it needed it. "We've built more risk into the system now such as assigning stories later, knowing we can pull things from online if we have to fill a hole. We've also cut out some extra layers of quality control like having all the editors involved in issue review or only letting copy editors make changes to files in later stages, which has freed people from some process overhead."

Lundberg said that CIO is "leveraging all our assets to surround CIO readers with the richest possible content in whatever media make the most sense for them. A lot of readers still want to read in-depth feature articles in print, and they enjoy the graphic quality of what we produce. But they might like to do some deeper, more targeted research into the topic online, download a podcast to listen to in their car, do some general networking at a CIO event or call a fellow CIO to talk through an issue that person has experience with — our CIO Executive Council is great for that. There's been a lot of experimentation that's been incredibly valuable; the next stage for us is to start being more focused and directed."

For more information contact Abbie Lundberg at lundberg@cio.com. WU

Question of the Week for June 5

What year did IDG start its first venture capital company?

Correct answer: 1992, in China (chosen by 25% of respondents). Other choices: 1988 (50%), 1997 (25%)

Log on to www.idgcentral.com to vote on this week's question: How closely will you follow the World Cup matches?

celebrating 20!

A look back: 20 years at IDC

***Martin Hingley**, group VP/European Systems, celebrates his 20th anniversary with IDC U.K. this month. He offered to reflect on how his job and the company have evolved.*

Each quarter I help IDC U.K. Program Director **Tom Meyer** and his team with IDC's country server forecast for Europe. That segment of my job is directly related to the work I did when I joined IDC on June 2, 1986, as a senior analyst, which was to create a census for multi-user systems.

I remember an office full of European researchers working 'til late every evening (and often all weekend) to fill CIS binders. In those days all European research was carried out from London. The subjects are still familiar. 'Multi-user computer' was renamed 'server' in the mid-90s. Otherwise we studied software and services (as a single subject, sometimes by a single analyst), networking, terminals, PCs, distribution channels and printers. The Black Book existed in 1986 to summarize all of our forecasts into a single document.

Research was an annual business

Our market assessments were strictly annual affairs. Although one researcher (who will remain nameless) struggled to size one year's market before the end of the next, on the whole we sized and forecasted each market by about June or July.

We introduced bulletins into our services around this time. One of the biggest changes in our hardware research over the years has been the introduction of quarterly trackers, but these didn't come in until the 1990s.

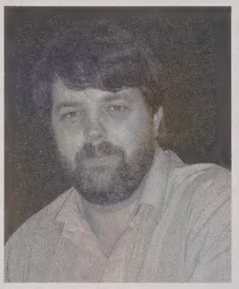
We had more European customers

Like today, we were responsible for our research at the business level, so we spent a lot of time travelling to see customers. We also answered questions from clients, although we had no formal inquiry service at that stage. Every year we would hold a series of Briefing Sessions around Europe; one year we had so many locations we had to create two separate teams of speakers.

We used to have many more European customers. ICL, Siemens, Olivetti, Philips, Nixdorf, Mannesmann, Ericsson, Bull, Alcatel and others were at least as important as IBM, Digital, Compaq and HP in those days. However, individuals often outlived their companies, and I have one client I first met 20 years ago. I don't think we were as close to our customers as we are today, perhaps because there was much less interaction back then.

We had very different support tools

Our offices were in Mulliner House, Chiswick (about a mile from our current office), just outside London. We used Olivetti PCs. Our software was Word Perfect and Lotus 1-2-3 at first, although we moved over to Microsoft Office a few years later. Our external communications were handled by fax or fixed-line phones — we had no mobile phones or BlackBerries. We didn't even have voice mail until the late 1980s.


Martin Hingley

I remember when we were all given e-mail addresses and a single machine in the middle of the office on which we could receive or send messages. No one used it, of course, and it wasn't until we had e-mail on our own PCs that it became useful. The Internet represents one of the biggest differences in how we worked. In the '80s we had to keep product literature, customer contracts and deliverables as paper; we had many more filing cabinets than today.

Our graphics team used Apple Macs, although our presentation material was made using photographs and 35mm slides. We didn't use Powerpoint and projectors 'til sometime later. If we wanted to illustrate our studies (which were called 'Eurocasts'), we used Rotring pens, stencils and plotters.

Some things remain constant

Despite there being many differences between our research operations in 1986 and today, there are a number of constants. In particular:

- IDC's brand was very strong. I can't ever remember phoning a vendor and having to explain what IDC was. This is still true today.
- We had excellent analysts. Like today, IDC's analysts were knowledgeable, helpful and humble. Customers very much appreciate these qualities.
- The European market was complex. What makes studying Europe so exciting is the mix of languages and economies in neighbouring countries. Drawing conclusions about comparative growth remains stimulating and fun.

Of course, the ICT market has expanded both in terms of size and type of offering over the last 20 years and IDC with it. For me the period has been a mixture of hard work, fun and learning. Today I am lucky enough to manage a large business unit full of high achievers, and I'd like to thank all of my friends in IDC for making it an excellent place to work all these years. WU

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Computerworld Honors Program celebrates IT innovation

High-end program brings together top IT company leaders, cutting-edge users

They don't wear capes or see through walls or leap tall buildings, but the heroes honored earlier this month in a glittering black-tie ceremony at Washington, D.C.'s Andrew W. Mellon Auditorium have all worked tirelessly to make the world a better, safer, healthier place to live. For the past 18 years, the Computerworld Honors Program has shone a very bright spotlight on the people and organizations that are using information technology in creative new ways to benefit society.

ASA MATHAT

The Computerworld Honors Program 2006 Laureates were honored in a medal ceremony at the Andrew W. Mellon Auditorium in Washington, D.C.

Among this year's winners were the creators of a missing-child alert system; a PDA-based patient evaluation program for nurse practitioners working with underserved populations; the developer of a car-sharing business that estimates it has helped take 20,000 privately owned cars off the road, reducing traffic and parking concerns as well as green- house emissions in the cities in which it operates; and a police department that built an automated crime information warehouse that can make information available to officers on the beat while a crime is being committed.

Taglined, "A Search for New Heroes," the program is governed by the not-for-profit Computerworld Information Technology Awards Foundation and or-

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CW Hong Kong readers select winners in annual awards program *page 5*

IDG World Expo employee earns top spot in telephone greetings survey *page 6*

Quick poll: Employees share their least favorite industry buzzwords *page 8*

Intelliquest study showcases IDG's market dominance

The numbers are in, and IDG is outstanding. According to the twice-yearly 2006 Intelliquest CIMS Business Influencer Study, CIO, Computerworld, InfoWorld, Macworld, Network World and PC World reach a total of 4.5 million IT business decision makers — 3 million more than CMP Media and 1.4 million more than Ziff Davis.

Intelliquest said that IDG reaches 55% more IT influencers than Ziff Davis and 64% more than CMP. For IT advertisers, IDG publications are seen by 62% of all corporate IT decision makers spending more than $500,000 per year and 63% of those spending more than $1 million (95% and 51% more than Ziff and CMP, respectively).

"IDG maintained its dominant position in this study, compared to results last fall," said IDG Communications President **Bob Carrigan**. "In fact, we've gained ground against our competitive set in just six months."

Among the findings:

- InfoWorld reaches 33% more senior-level managers than its rival, eWeek.
- PC World remains the leader in its reach to business, home and dual-purpose influencers with 670,000 more readers than its closest competitor, PC Magazine.
- CIO magazine reaches more chief information officers across all sizes of companies than any of the other 86 publications measured.

The Intelliquest CIMS Spring 2006 study ran from January 2005 to April 2006 and represents 37 million business purchase influencers, 78.6 million home buyers and 27.5 million dual influencers.

*Contact IDG Corporate Communications Director **Howard Sholkin** at howard_sholkin@idg.com.*

in brief newsworthy

Jeff Edman to serve as president, CEO of PC World, Macworld

Editorial independence of brands to be preserved

Over the past several years, PC World and Mac Publishing have sought to improve efficiencies in their organizations by combining and sharing resources in various departments including circulation, human resources, finance and Web operations. Earlier this month, the two companies announced several changes that will further enhance that integration.

PC World President and CEO ***Jeff Edman*** *will take on additional responsiblity for Mac Publishing later this month.*

Effective June 23, Mac Publishing President **Rick LePage** will be stepping down from his post but will remain with the publication in the position of editor-at-large, a move that will allow him to spend more time with his family in Portland, Ore. IDG Communications President **Bob Carrigan** announced that PC World President and CEO **Jeff Edman** will now also hold the same title at Mac Publishing.

In making the announcement, Carrigan stressed that Mac Publishing will continue to maintain complete brand independence within this new structure. To support that brand independence, Mac Publishing Editorial Director **Jason Snell** has been promoted to VP/editorial director and will be responsible for the editorial vision and integrity of the print and online products.

Michael Carroll, VP/publisher at PCWorld.com, will add lead sales responsibility for the Mac Publishing suite of online products to his jurisdiction. Responsibility for Macworld print sales will fall to a to-be-hired associate publisher.

"Macworld dominates its market in so many ways," Edman noted. "It's a great brand, and it sets the editorial standard for the industry. There's absolutely no reason to mess around with that. It's important to emphasize that despite sharing a common president Macworld will remain independent of PC World," Edman said. WU

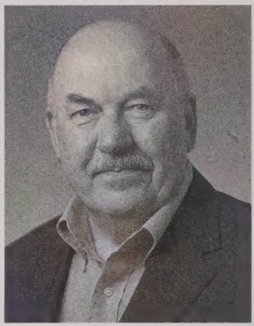
RSS feeds now available for selected sections of IDG Central

Several categories of content on IDG's intranet, IDG Central, are now available via RSS: IDG World Update news stories and One on One interviews, Writing Workshop, Classified Ads and the Best Practices Exchange. These feeds require authentication. There is an RSS link on the home page of IDG Central. Just enter your IDG Central username and password when your RSS reader prompts you.

Please note that most Web-based feed readers, such as Bloglines, won't work with our feeds because they are password-protected. However, one Web-based option is FeedLounge. Other options are listed on the IDG Central RSS landing page.

IT World Canada's John Pickett earns country's top editorial award

IT World Canada Editorial Director **John Pickett** was presented with Canada's most prestigious editorial award at a ceremony in Toronto earlier this month. The Harvey Southam Career Achievement Award, presented by the Canadian Business Press (CBP) at their annual Kenneth R. Wilson (KRW) Awards gala, is given to a person who exhibits the highest editorial standards and has made an outstanding contribution to both the audiences she or he serves and the business press in general.



John Pickett

Pickett has editorial responsibility for the company's five titles — CIO Canada, CIO Government Review, ComputerWorld Canada, Network World Canada and IT Focus.

A native of Liverpool, U.K., Pickett moved to Canada in the 1970s, where he worked as an IT consultant and manager until the mid-1980s, when he and colleague **Andy White** launched Direct Access, a fortnightly for the IT industry. In 1989, the publication was purchased by Laurentian Media (now IT World Canada) and Pickett and White went with it.

Said **Michael Atkins**, chairman of IT World Canada, "John adds a dimension that's hard to find, which is a constant attention to excellence but with a sense of humor and enjoyment of life that's really infectious. Over the years, John has developed that same relationship with the IT industry. People turn to him for advice and for guidance."

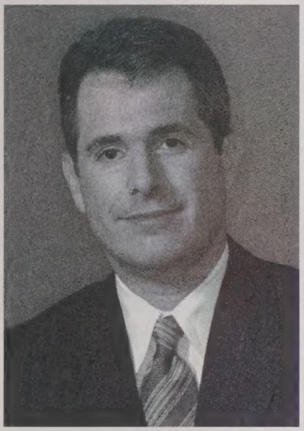
Regarded as one of Canada's top business writers, Kenneth R. Wilson was killed in an airplane crash in 1952. The CBP established the KRW Awards in his honor to recognize excellence in business journalism and graphic design. WU

CXO Media team recognized for outstanding results in first half of FY06

CXO Media was the U.S. business unit that beat its own profit plan by the largest percentage for the first half of FY06. To honor the achievement, IDG Communications President ***Bob Carrigan*** *presented CXO Media President & CEO* ***Michael Friedenberg*** *and the CXO Media team with a plaque. Standing with Carrigan (fourth from right) are (l-r):* ***Matt Smith,*** *COO, Computerworld;* ***Gary Beach****, publisher, CIO magazine;* ***Abbie Lundberg,*** *editor-in- chief, CIO; Freidenberg;* ***Patty Chisholm****, VP, human resources, CXO Media;* ***Chris Cuoco****, VP, manufacturing, CXO Media;* ***Nancy Newkirk****, director, information services, Computerworld.*

one on one the interview

Michael Friedenberg
The president & CEO of CXO Media is this week's columnist. Reach him at mfriedenberg@cxo.com.



"Going forward, as we further develop our events, online and custom media offerings for readers and customers, we will undoubtedly look to our international compatriots to build collaborative, mutually valuable partnerships. The opportunities are limitless as long as we keep the customer's needs in focus and IDG, as a global company, executes with speed and accuracy."

Q It's been almost a year since you joined CXO Media. Can you give us a topline summary of what you consider to be the key changes you have implemented and the most significant successes CXO Media has achieved in the past 10 months?

A Over the past 10 months we moved quickly and strategically to make the changes needed to put CXO Media in the best market position possible. First and foremost, we put renewed passion and focus on our customers and their needs. Also, in order to streamline and best serve our customers, we made the critical move to focus efforts exclusively on our core competencies and core brands: CIO, CSO and the CIO Executive Council.

Internally, we also made important changes to better support our business processes. Specifically, we gave accountability and direct P&L responsibility to the business leaders of each of our three profit centers. **Gary Beach** (publisher of CIO*)*, **Bob Bragdon** (publisher of CSO*)* and **Mark Hall** (general manager of the CIO Executive Council) now have full responsibility for their lines of business but, more importantly, they are empowered to drive strategy and make faster decisions. We've also extended some of that authority across the sales team by setting guidelines that allow our sales managers to make quick decisions at the point of sale.

Last but not least, we've made strides internally to create a "full disclosure" environment in which all employees are given monthly updates on the company's financial performance and progress. All of these changes have helped us to open the lines of communication with employees, stabilize our overall business and significantly grow our events, online and custom media businesses. As a result, we beat our plan for the first half of the fiscal year and with continued profitability, we will have the resources necessary to innovate beyond our current product portfolio.

Q What is the status of the CIO Executive Council? How international has the Council become?

A The CIO Executive Council is thriving with 300-plus members in the U.S. and another 75 from operations in Canada and Australia. Recently hitting its two-year anniversary, the Council has several milestones to celebrate as well as exciting new developments in the works for the next year. Of note, the Council launched the IT Value Matrix, a member-created model and knowledge database illustrating the principles and practices essential to creating and communicating IT's value to the enterprise. The Matrix has proved to be an invaluable tool for our members and has also played an instrumental role in both lead generation and outreach programs.

Several other new initiatives are on the horizon for the Council including its graduate course, "Chief Officer Dialogues." Co-developed with and taught at Case Western Reserve University's Weatherhead School of Management, the course uses the Matrix and incorporates a CIO guest lecture series through which CIOs teach students about the role of information technology in the strategy and management of organizations. Also coming up, the Council is looking to expand its professional development focus and build out new programs for CIOs' deputies and IT staff members.

Q In which direction(s) do you envision CXO Media growing? Will the focus be on expanding your core product lines or adding new products?

A Our overall goal is to become the most relevant media and service organization for our customers. In order to achieve this goal, our growth strategy is to keep the focus on our core competencies and innovate and expand around our core product portfolio — CIO, CSO and the CIO Executive Council.

Q What are the key opportunities for core brand development (e.g. online, events, other)?

A The biggest opportunities for core brand development, particularly for the CIO and CSO brands, continue to be expanding our online, events and custom media businesses. That is where the future lies and, as such, these areas are absolutely key to CXO Media's future growth.

The CIO Executive Council is a newer organization with a very different revenue model but is already taking a hard look at future growth opportunities and exploring new ways to extend its business.

Q Given the multinational nature of CIO and CSO responsibilities today, how might CXO Media leverage IDG's global reach in ways that bolster its affiliate network and offer a model to other IDG product lines?

A Collaboration is king. With our readers and Council members taking on global responsibilities, we have a prime opportunity to leverage IDG's international presence and extend our reach and coverage. Some of this collaboration is already taking place, particularly at the Council level. Going for-

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Leadership Awards honor individual achievement

In addition to recognizing the efforts of outstanding organizations, the Computerworld Honors Program also presents Leadership Awards to honor the extraordinary achievements of individuals who have made positive contributions to the industry. This year, two Leadership Awards, sponsored by grants from EMC and Morgan Stanley, were presented.

Linda Dillman, a former EVP/CIO and currently executive vice president of Risk Management and Benefits Administration at Wal-Mart Stores, was presented with the EMC Information Leadership Award and Hector de J. Ruiz, chairman and CEO of Advanced Micro Devices received the Morgan Stanley Leadership Award for Global Commerce.

In addition to identifying and honoring these individuals during the Computerworld Honors Program's Gala Awards Evening, the Leadership Awards Program provides funding and staff necessary to produce research on the lives and work of each nominee as well as video biographies of each Leadership Award recipient.

Computerworld Executive Vice President **Ron Milton**, who also serves as chairman of the Board of Trustees for the Computerworld Information Technology Awards Foundation, conducted both interviews.

To view the interviews, visit http://www.cwhonors.org/archives/2006/index.htm.

CW Honors

continued from page 1

ganized by Program Director **Sandy Weill** and her team . Beginning in September, the 100 leading IT companies elected to the Chairman's Committee, which is chaired by IDG Communications President **Bob Carrigan**, are invited to submit nominations of IT projects that fit the program's criteria of promoting positive social, economic and educational change. In March, when entries are closed, the nominations are evaluated, and those organizations whose projects qualify are invited to submit a case study detailing their work. By April, all case studies are evaluated to ensure compliance and accuracy. Accepted case studies are designated with "Laureate" status for that calendar year.

PHOTOS BY ASA MATHAT

The Computerworld Honors Program team on the stage at the Andrew W. Mellon Center. Bottom row, l-r: ***Jason O'Leary****, application developer and support analyst;* ***Shari Ebb****, audience development coordinator;* ***Derek Hulitzky****, VP event marketing and conference programs;* ***Josh Ryan****, customer service coordinator. Second row, l-r:* ***Ann Spurling****, executive producer;* ***Deborah Lee****, executive programs specialist;* ***Sandy Weill****, program director;* ***Julia King****, executive editor, events;* ***Amy McLellan****, business development specialist. Top row, l-r:* ***Timothy Johnson****, marketing manager;* ***Chris Johnson****, event operations manager;* ***Michael Meleedy****, director, event management;* ***Matt Smith****, executive VP, finance and operations;* ***Chris Leger****, business development specialist;* ***Marissa Milton****, intern;* ***Matt Sweeney****, president, publisher and CEO;* ***Bob Carrigan****, president, IDG Communications;* ***Kelly McGill****, executive programs specialist;* ***Don Tennant****, VP, editor-in-chief;* ***Jean Lee****, custom events specialist;* ***Ron Milton****, executive VP, strategic programs; Joe Puglisi, CIO, EMCOR Group; Steve DelMonte, president, EFP Productions; Yuri Aguiar, CTO, Ogilvy & Mather.*

This year, according to Weill, and **Deb Lee**, executive programs specialist, more than 1,000 projects were considered, 304 were nominated and 227 organizations were accepted as Laureates. From the Laureates in each of 10 categories an independent panel of 33 judges, which this year included Computerworld Vice President, Editor-in-chief **Don Tennant** and Executive Editor **Julia King** as well as various government officials, CIOs, doctors, scientific researchers, media producers and artists, selected 50 finalists, five in each category. The Laureates were honored at a Laureate Medal Ceremony held at the Mellon Auditorium, and later that evening, the 50 Finalists were announced. The field was narrowed further, with 10 organizations selected by the judges as first among their peers in each category and announced at the Gala Awards Evening where they were presented with 21st Century Achievement Awards. Assisting in recognizing honorees on stage were **Matt Sweeney**, CEO, president and publisher of Computerworld; and **Matt Smith**, executive VP and COO of Computerworld.

Computerworld VP, Editor-in-chief ***Don Tennant*** *addresses the audience.*

"For the 18th consecutive year, the Computerworld Honors Program has identified the most innovative organizations and people who use technology to promote positive social, economic and educational change," Carrigan said. "IDG is proud to recognize both the 21st Century Achievement Award recipients and the Laureates from 23 countries."

The technology achievements honored by this program are preserved and protected in national archives and in more than 250 universities, museums and research institutions throughout the world.

More information about the program and an archive of past laureate case studies a oral histories can be found at http://www.cwhonors.org. Sandy Weill may be reached at sandy_weill@cwhonors.org.

WU

June 19, 2006

Network and Desktop Support Specialist (CWI)

Computerworld is seeking a highly-motivated individual with exceptional organizational skills to provide desktop, server, and network support for internal and remote clients. The candidate should be capable of working with limited supervision, possess excellent verbal and written communication skills, and proven ability to install Windows and Windows-based applications. Candidate should also have excellent troubleshooting skills necessary to diagnose and resolve Windows-based hardware, application, and connectivity problems, in a busy customer service oriented environment. This position performs daily systems checks, administrative functions, such as creating system accounts, maintenance of Lotus Notes/Domino email environment, general IS help desk issues, ordering equipment and supplies etc. The successful applicant will have experience working in a network environment running TCP/IP, Window 2000/2003, XP, Lotus Notes/Domino, MS Office suite. 1-3 years experience in a technical customer support role is required. Macintosh and/or Unix experience a plus. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Program Manager, CIO Executive Council (CXO)

CXO Media has an exciting opportunity for a Program Manager working with CXO's executive community of the most senior information technology executives at leading enterprises worldwide. The Program Manager provides high-touch consultative services to senior level IT executives including peer collaboration, best practice and knowledge sharing, and member expert presentations. The Program Manager conducts program planning interviews with CIO Executive Council members at enrollment, advises, schedules, and follows-up on member-to-member peer matches, and provides support to Council leadership on major program delivery such as Council-wide telephone or web conferences. They also communicate regularly with Development Managers on the activities and status of their accounts, provide the team valuable "storytelling" information about satisfied members, and partner with Development Managers on member renewal. The Program Manager provides feedback to Council management about membership trends and other proposals for new Council programs and events. Ideal candidates are extremely detail oriented yet adept multi-taskers, have excellent written and oral communication skills, are accomplished researchers, and enjoy a wide variety of tasks and responsibilities in a highly collaborative team environment. 5-7 years of relevant experience and knowledge of the IT industry are required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Operations Specialist (IDC)

IDC's US Conferences Group is seeking an Operations Specialist. The individual in this role will have responsibility as the manager of meeting planning activities for the Conference Group's public events, as well as to act in a support role for internal and custom events. The Operations Specialist will be responsible for pre-, post-, and onsite staffing including: Lead onsite staff for approximately 10-15 events per year; Coordinate and manage all event vendors; Create production schedules; Work with vendors to produce event signage; Create and update banquet event orders for hotel; Order premiums, such as logo bags, notebooks, etc.; Organize event shipping; Produce onsite floorplans; Manage all pre-event and onsite logistics for sponsor; Track rooming lists and potential attrition at hotels; Review invoices from event vendors/file invoices; Inventory and organize warehouse/storage rooms, and maintain supply orders; Update the IDC web site with speaker presentations; Update the IDC web site with venue information. Bachelor's degree required and 2-3 years experience in meeting planning along with excellent writing and organizational skills. The role requires approximately 40% travel. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Public Relations Internship (IPS)

IDG has an exciting opportunity for a public relations intern in the company's Boston, MA office. The intern is primarily responsible for projects central to the department's PR program. The intern is responsible for developing and maintaining an editorial database (Microsoft Excel), media coverage binders and related duties as assigned. This internship will provide valuable experience in activities at the heart of corporate and agency public relations programs. Applicants must have demonstrated experience with Microsoft Excel (workbooks and databases) and Microsoft Word. Experience with the Web and Lotus Notes is a plus. Professional demeanor and ability to work in corporate environment is also required. Interest in the communications field, especially public relations, is desired. The position requires a commitment of 24 hours per week. ***Location: Boston, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Associate Publisher (MAC)

Reporting to the CEO, the Associate Publisher of Macworld magazine will be responsible for developing and directing print sales planning and activity and achieving ad sales revenue and marketshare objectives. As the print sales leader, s/he will motivate and manage the print sales teams through personal involvement and support and by setting an active example of sales success and will work closely with other senior managers to optimize overall results. Not only a strategist and manager, the Associate Publisher will be out in the field maintaining and developing good relationships with clients and potential clients and being actively involved in industry events. The ideal candidate will be regarded as a highly effective, hands-on sales leader in the tech publishing field, with a record of being customer-focused and meeting ambitious revenue objectives. A minimum of 7 years sales experience including 3 years successfully managing sales teams is required. Availability for extensive travel is a must.
Location: San Francisco, CA
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

Regional Sales Manager (MAC)

Mac Publishing has an exciting opportunity for an experienced Regional Sales Manager, based in SF area, selling the leading national publication in the Macintosh computer/iPod market. Key responsibilities include new business development while maintaining strong relationships with a large active account base. S/he will also work closely with our online team on integrated deals. Candidates must have at least 4 years of field ad sales experience, ideally in the tech space, and a proven track record for meeting and exceeding revenue goals. Candidates must have excellent communication, presentation and organizational skills, a great reputation with marketers, and the ability to work with senior executive as well as day-to-day advertising decision makers. Interest in and experience with the Mac market is a big plus. This position requires extensive travel. ***Location: San Francisco, CA***
Contact: C. Rivera, Fax: 415-974-7316, Phone: 415-978-3185, Email: carina_rivera@pcworld.com

General Manager, PCWorld.com and Macworld.com (MAC) & (PCW)

PC World Communications and Mac Publishing are seeking a General Manager (GM) for their network of web sites. As a member of the management team, this individual will lead overall strategic planning, product development and management efforts for PCWorld.com, Macworld.com, Maccentral.com and Playlistmag.com. Specific responsibilities fall into four general areas: content programming, audience development & retention, new information services & products, and advertising/business development. The GM will collaborate heavily with all departments including Editorial, Technology, and Sales. In addition, the GM will work closely with his/her peers at IDG sister companies on initiatives that span across IDG's business units. Candidates must have at least 5 years of internet experience with P&L responsibilities related to product management and product development; strong analytical, organization, management, and communication skills; and a talent for strategic and creative thinking. Other requirements include a proven track record in building and launching successful internet products and services, experience with programming and audience development, and a strong understanding of internet technology as it relates to the content space.
Location: San Francisco, CA
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Online Business Development Manager (NWI)

Network World has a great opportunity for an Online Business Development Manager. This position will be instrumental in developing new and existing relationships with Network World's revenue and audience partners. The Business Development Manager responsibilities include: identifying growth potential in partnerships and technologies; championing new programs / initiatives, monitoring and reporting on associated revenue / audience growth results, negotiating business contracts and collaborating with IDG business units on PAN IDG contracts. This individual will also be a key player in the Online Leadership Team. Qualified candidates will possess excellent communication, organizational, customer management and negotiation skills, the ability to take an idea from inception to a fully defined business plan, utilizing internal resources to effectively integrate technology, organizational processes and procedures. 2+ years of business development experience and practical knowledge of online media products required.
Location: Southborough, MA
Contact: E. Cormier, Fax: 508-790-6592, Email: careers@nww.com

IDG

Current Jobs, Week of June 19, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Admin	Online Projects and Office Coordinator	Framingham MA	Julie Lynch	julie_lynch@idg.com	508-820-8162
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Traffic Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Edit	Editor-in-Chief, Custom Publisher	Boston MA	Judy Campbell	jcampbell@ccicrosby.com	617-254-9481
CXO Media						
	Cust Pub	Program Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Copy Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Gen	Program Manager, CIO Executive Council	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Project Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Research						
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InfoWorld						
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International Publishing Services						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
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	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Regional Sales Manager	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
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	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Event Sales Representative	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Regional Account Manager	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Art/Design	Digital Imaging Specialist	San Francisco CA	Carina Rivera	carina_rivera@pcworld.com	415-978-3185
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
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	Marketing	Marketing Intern, New Business Initiatives	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Publish S&T	Associate Editor	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Director, Investment Research Service	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
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	Research	Research Analyst, Hardcopy and Document Solutions Marke	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Consumer Markets: Gaming	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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Go to http://careers.idg.com to view all current job opportunities at IDG

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	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	VP, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Tech	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Energy Insights						
	Sales	Sr. Acount Executive	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Financial Insights						
	Research	Research Intern, Financial Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Manufacturing Insights						
	Research	Research Intern, Manufacturing Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

CW Hong Kong readers select winners in awards program

The 2006 Computerworld Hong Kong Awards ceremony last month drew a record crowd of 90 of Hong Kong's leading IT vendors, industry figures and analysts eager to get their hands on one of the magazine's 40 crystal star trophies for technical excellence.

The event marked the culmination of nearly three months of voting by more than 700 Computerworld Hong Kong readers who chose the local companies they considered to be the best in their product or service category.

Hong Kong's premier IT awards
COMPUTERWORLD AWARDS '06

(L-R): **Chee Sing Chan**, editor; **Connie Yip**, sales manager; **Phoebe Ng**, Web manager sales co-ordinator; **Katherine Kwok**, business manager; **Eunice Chan**, assistant accounting manager; **Howard Ma**, associate publisher; **Stefan Hammond**, assistant editor; **Sheila Lam**, senior reporter; **Basmah Lok**, marketing and Web manager; **Angela Cheng**, administrative assistant; **Danny Lam**, administrative assistant; and **Eric Lam**, art director.

The top vote getters: Hewlett-Packard with six awards, IBM and Oracle (five each), Cisco Systems (four) and Microsoft, Symantec and PCCW (three each).

Opening remarks by the Hong Kong government's CIO Howard Dickson preceded guest presenters Daniel Lai, IT chief of Hong Kong's MTR mass transit system, Sunny Lee from Hong Kong & China Gas Company, and Joe Locandro of China Light & Power. Winners of Hong Kong most prestigious IT awards voiced their appreciation to both readers and the team.

"The 2006 awards were our most successful gathering in the past three years," said **Howard Ma**, CWHK associate publisher. "Hard work gets noticed — and is rewarded — in this tightly knit IT community."

Ma added that the CWHK Awards served as testament to individual vendors' reputations among Hong Kong's IT industry. "Winning this accolade chosen by end users is the apex of product excellence," he said. "And much hard work will be needed to maintain that premier status in the coming years."

CWHK's 84-page June awards issue contains a list of award winners, coupled with company and product details outlining their strategy in the Hong Kong market. The July issue will feature photos of the ceremony with the winners and their trophies.

For more information contact Howard Ma at hma@questexasia.com. WU

Coming up

Vietnam Computerworld Expo & Vietnam ICT Outlook
July 12-15
Ho Chi Minh City
Vietnam
http://www.idg.com.vn

Computerworld IT Management Summit: Business Intelligence
July 19
Santa Clara, CA
http://www.itmanagementsummit.com

Computerworld Excellence Awards
July 21
Auckland
New Zealand
http://www.idg.net.nz/cwea

Computerworld IT Management Summit: Busines Intelligence
July 26
New York
http://www.itmanagementsummit.com

Vietnam ICT in Education
August
Hanoi
Vietnam
http://www.idg.com.vn

Computerworld IT Executive Summit: Business Agility Through IT
Aug. 8
Bethesda, MD
http://www.itexecutivesummit.com

LinuxWorld Conference & Expo
August 14–17
San Francisco
http://www.linuxworldexpo.com

Computerworld IT Executive Summit: Business Agility Through IT
Aug. 15
Chicago
http://www.itexecutivesummit.com

The Eighth Annual CIO 100 Symposium & Awards
A CXO Media Event
Aug. 20-22
Coronado, CA
http://www.cio.com

noteworthy people

New employees

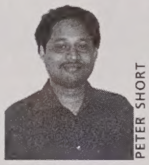
Technical Editor **Soham Raninga** comes to IDG India's PC World from his role as test center head with Infomedia India Private Ltd., where he managed a team of reviewers and developed work flow and test methodologies. He holds a bachelor of commerce degree with a specialization in management and a master of commerce. Away from the office he enjoys trekking, photography and online gaming. He was recently featured on CNBC India for building the fastest desktop PC in the country. *soham_raninga@idgindia.com*

Carla Dempsey joins Computerworld as a copy editor, coming from The Herald News, a daily newspaper covering southeastern Massachusetts, where she edited news and feature articles. She is a 1992 graduate of the University of Rhode Island with a double major in journalism and English. She enjoys writing, reading, spending time with family and "taking my three lovable mutts to the dog park." *carla_dempsey@computerworld.com*

Brown

IDG Connect has hired **Claudia Brown** as program manager, a title she held at her previous employer Lycos, Inc. She holds a B.A. in business communications with a minor in marketing from Assumption College in Worcester, Mass., and enjoys travel, painting and drawing. *claudia_brown@idg.com*

Barb Ryan joins IDC's Energy Insights group as senior research analyst, following Energy Insights' acquisition of EPRI Solutions Market Intelligence where she worked in the Customer Insights Strategic Service. She holds a B.S. in mass communications from the University of Wisconsin/La Crosse. Outside the office she is the busy mother of two boys, ages 7 and 4, and enjoys spending time with her husband, watching the boys play sports, and reading, hiking and biking. She also volunteers in her school district helping teach students to read. *bryan@energy-insights.com*


PETER SHORT

Vedala

After working as an application developer on a consultant basis for IDC Framingham, **Ravi Vedala** joins IDC full-time as a application developer. He holds an M.A. in computer applications from India's Bharathidasan University and enjoys music, movies and current events. *rvedala@idc.com*

With IDC's Energy Insights division's purchase of the market intelligence group of EPRI Solutions, **Nicholas Lenssen** joins IDC as a program director, distributed and renewable energy. He holds a B.A. in geography from Dartmouth College in Hanover, N.H., and enjoys biking, hiking, back-country skiing and coaching baseball and soccer. *nlenssen@energy-insights.com*

PETER SHORT

Lewis

Previously a medical receptionist at Sudbury (Mass.) Family Chiropractic, **Jennifer Lewis** joins IDC Framingham as a customer service representative. She holds a B.A. in corporate communications from Framingham State College and enjoys hiking, biking, reading and movies. *jlewis@idc.com*

IDG Switzerland has hired **Roger Schlumpf** as a Webmaster/programmer. He spent the previous five years as a programmer/developer with Backslash, an Internet/multimedia company where he was responsible for the company's content management system. Away from the office he enjoys sports, reading and spending time with friends. *roger.schlumpf@computerworld.ch*

Research Analyst **Sue Hanson** comes to IDC's Energy Insights group as part of Energy Insights' acquisition of EPRI Solutions, Inc. where she was a research manager. She earned a B.S. in business administration from Upper Iowa University in Madison, Wisc., and enjoys volleyball, golf, reading and walking her dog. *shanson@energy-insights.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG World Expo earns top spot in telephone greeting survey

LIBBY LEVINSON

*On behalf of IDG Chairman **Pat McGovern**, IDG World Expo CEO **David Korse** presented a bouquet of flowers to phone survey winner **Shelly Bourbeau**.*

While many IDG offices in the U.S. have an automated telephone answering system, there's still a need to have someone available to respond to calls and questions that don't fit neatly into a static index of choices.

To encourage IDG's U.S. business units to be sure they have a knowledgeable person on staff to field those calls, the IDG Chairman's office conducts an annual survey with the help of a third-party company. The contractor anonymously phones each office several times and asks a variety of basic informational questions and rates the responder on a wide range of factors, including basic skills, taking messages, friendliness, professionalism, company knowledge and helpfulness.

This year IDG World Expo Receptionist and Office Services Coordinator **Shelly Bourbeau**, based in Framingham, Mass., was the most highly rated respondent from the 11 office locations surveyed, the second consecutive year she has earned the survey's top spot.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Rex Farrance *PC World*

18
Andrew Sambrook *IDG List Services*

16
Philippe Rose *IDG France*

15
Maurizio Lazzaretti *Nuova Periodici*

13
Mark Levitt *IDC*

12
Aranzazu Garcia *IDG Spain*

11
Jeroen de Jager *IDG Netherlands*

10
Manuela Mancosu *Nuova Periodici*

8
Silvia Raggi *Nuova Periodici*
Lance Castonguay *IDG*

7
Walter Mastrapa *PC World Latin America*
Chris Lin *InfoWorld*

6
David Shapira *IDC*
Robert Weber *IDC*
Stephanie Torto *IDC*
Christopher Chute *IDC*
Arturo Flores *PC World*
Alexa Wriggins *PC World*
Thomas Sullivan *InfoWorld*
Linda Trinh *PC World*
Marc Perrella *IDC Canada*

5
Sonia Codispoti *Nuova Periodici*
Luisa Fanti *Nuova Periodici*
Derek Jung *CXO Media*
Kyoko Suzuki *IDG Japan*
Stephen Sauer *Network World*

4
Soon Yul Chang *IDC Korea*
Adam Berezin *IDC*
Marcus Wilkinson *Macworld U.K.*

3
Margaret Banaghan *IDC Australia*
Natalya Yezhkova *IDC*

2
Tim Sheedy *IDC Australia*
Farrah-Naz Susulan *IDC Philippines*
Kelly Quinn *IDC*
Kelly Hoit *IDG New Zealand*

1
Antonio Martinelli *Nuova Periodici*
Thiago Lima *IDG Brazil*
Elizabeth Montalbano *IDG News Service*
Chris Lynch *CXO Media*
Ji-Sun Chai *IDC Korea*
Shirley Teo *IDC Singapore*
Honor Bastianelli *IT World Canada*
Magnus Parnebring *IDG Sweden*
Michael Rose *IDC*
Nicola Morrison *Macworld U.K.*
Christopher Said *IDG U.K.*
Paul Zampitella *Mac Publishing*

Send anniversary information to world_update@idg.com.

World Update is available as a PDF

IDG employees can choose to receive their weekly issue as a low-resolution PDF via e-mail. To sign up for this service, send an e-mail to world_update@idg.com with your name and business unit.

One on one

continued from page 3

ward, as we further develop our events, online and custom media offerings for readers and customers, we will undoubtedly look to our international compatriots to build collaborative, mutually valuable partnerships. The opportunities are limitless as long as we keep the customer's needs in focus and IDG, as a global company, executes with speed and accuracy.

Q How important are Web-based video, audio, RSS and blogs to the future direction of CXO Media's online business?

A Developing and leveraging innovative online programs is an imperative part of CXO Media's online business strategy. The media landscape has changed dramatically, and our customers are increasingly looking at innovative online opportunities and solutions to reach CIOs and CSOs. With the expanded role of **Martha Connors**, our online development team will be dramatically building out the site capabilities of CIO.com and CSOonline.com in order to better serve both our readers and clients.

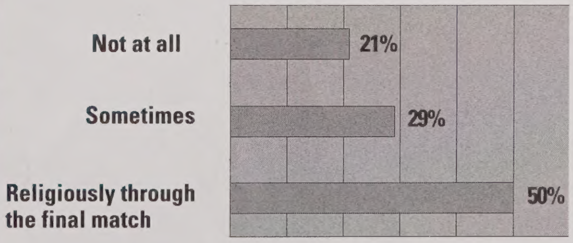
Q What is the Partner Domain section of CIO.com? How does it differ from the White Paper section?

A Partner Domain is an embedded microsite custom created for a specific vendor and is linked to CIO.com. The Partner Domain gives a vendor the ability to take a thought leadership position on a specific area of importance to them. Vendors have created Partner Domains covering topics ranging from business intelligence to storage. The Partner Domain can contain vendor-produced content, content from CIO.com and content created by the CIO Custom Publishing Team.

The White Paper library is a searchable library on CIO.com where, for a fee, any vendor can post their white papers. If the vendor chooses, CIO will put a registration page in front of the white paper allowing them to collect leads. WU

Question of the Week for June 12

How closely will you follow the World Cup matches?



Log on to www.idgcentral.com to vote on this week's question: Which anniversary did Network World U.S. celebrate this year?

quick poll for fun

Buzz off!

IDG World Update recently surveyed IDG employees to find out what their least favorite industry buzzword is and why.

I hate *ARPU*, which is the cell phone industry's acronym for Average Revenue Per User. It's an ugly word that dehumanizes customers into a dollar figure.

— ***Harry McCracken***, *VP/editor-in-chief, PC World*

Web 2.0. JavaScript, large fonts and rounded corners on colored text boxes! Now *that's* a Web revolution in a box! Fortunately, O'Reilly Media [which runs an annual Web 2.0 conference] now seems intent on pursuing violations of its copyright on the term, so we should soon see this disappear.

— ***Adam Gaffin***, *online executive editor, Network World*

Solution. It's pure marketing-speak. There's really no such thing as a solution. A particular kind of product can be a solution to a problem, but it's still a product — a hard drive, a Web site, a clever piece of software — not a solution. Real people don't use solutions — even though marketing people think they do. They use specific kinds of products. If only PR people would realize that the press would understand their products better if they told us what they were. I know how to cover a video-editing package; I'm not sure what to do with an end-to-end turnkey solution. Other than run away screaming.

— ***Jason Snell***, *VP and editorial director, Macworld*

Paradigm shift. Webster's defines "paradigm shift" as "acceptance by a majority of a changed belief, attitude, or way of doing things." The phrase has been so overused over the years that as people say it today they tend to apologize in advance of the statement or explain why the situation they referred to actually deserved the overused phrase.

— ***Evilee Ebb***, *CEO and publisher, Network World*

Visionary. Spare me. You might have good ideas. You might have a roadmap. But unless you are Joan of Arc or Martin Luther King, those aren't visions, and you are not a visionary.

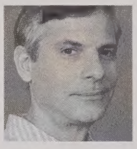
— ***Davy Adams***, *director of Enterprise Sales, Marketing and Events and publisher of Computerworld Australia*

Business intelligence. Does this mean that any other business isn't intelligent and runs as a matter of coincidence? Have we been stupid all the years before?

— ***Dirk Limburg***, *sales director, tecCHANNEL, IDG Germany*

Heterogeneous environment and *interoperability*. No matter what technical conversation I'm having with Linux and Open Source vendors, if I don't understand what they are talking about, I can always drop these two words and have the conversation continue. These words are used over and over to describe how all of these vendors can inter-operate with other hardware, middleware, software, etc., within a variety of multiple environments.

— ***Christian Montminy***, *sales manager, LinuxWorld Conference & Expo, IDG World Expo*



User-generated content. Everything about this phrase annoys me. First, calling people "users" is pernicious. It distances and dehumanizes. IT has customers and clients, not users. IT-oriented publishers have readers, not users.

"Content" is a word that reminds me more of sausage than of storytelling. As writers and editors we don't "generate" "content," we tell stories that inform and entertain — or should.

Now that the original vision of a two-way Web is finally real, we can distinguish between amateur storytellers (in the best and highest sense of amateur) and professional storytellers. Thanks to the contributions of the amateurs — who are, of course, professional practitioners of the disciplines that we "cover" — we can tell deeper, more well-informed stories about the products and services they create and the work they do. Those stories are valuable, and the business I want to be in is based on that value, not on the "monetization" of "user-generated content."

— ***Jon Udell***, *lead analyst, InfoWorld*

Boot camp. The military analogy just leaves me cold. It is an appropriate word for the program for Mac owners who feel like using Windows is a drill or a chore; and it's a nice spin on booting up a computer (and perhaps giving the boot to PC users!). But it doesn't inspire me to do up my laces, so to speak.

— ***Emma Field***, *sub-editor, Macworld U.K.*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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Grab your cameras! It's time for the 2007 IDG Employee Photo Calendar Contest. ***page 7***

IDC's first IT Forum & Expo captures market niche

IDG collaboration contributes to successful event for high-level end users

More than 800 C-level executives and VP/director-level IT managers came to Boston June 14-16 for the inaugural IDC IT Forum & Expo, the company's first major U.S. conference for the IT end-user community.

The event focused on providing strategic insight and tactical expertise on how IT can be used to drive business transformation and innovation. The bulk of the conference program, which included six keynote addresses, four in-depth workshops, an invitation-only CIO Summit and more than 65 sessions spread over seven content tracks, was designed to let attendees engage with each other and share lessons learned. In addition to the business executives who led many of those sessions, 11 IDC analysts spoke or served as facilitators, and more than 30 others met with attendees during one-on-one sessions to share guidance on business and technology strategy.

IDC IT FORUM & EXPO
IT-enabled B ness Transformation:
From Vision ality
IDC
Analyze the Future

ELIZABETH CUTLER

IDG Chief Research Officer ***John Gantz*** *'s keynote was titled "How the new IT landscape... will drive CIOs crazy."*

"Now more than ever, the technology decisions a company makes play a powerful and highly strategic role in an organization's health, reputation and future — from privacy and regulatory compliance, to customer service, product development and business continuity planning, " said IDC CEO **Kirk Campbell**. "The IT Forum & Expo was conceived to help business and IT executives address these very decisions by learning from their peers and sharing best practices."

continued on page 4

Gooooaaall! IDG units capitalize on World Cup fervor

World Cup fever is in full swing, and a number of IDG business units are tapping into readers' enthusiasm for the sport by creating soccer-themed marketing promotions and content. (Ed. note: Apologies to all who use the word "football"; for the purposes of this article, "soccer" will be used!)

(L-R): IDG Brazil Art Editor ***Andrea Pahim****, Reporter* ***Daniela Moreira****, Reporter* ***Guilherme Felitti****, IDG Now! Editor-in-chief* ***Daniela Braun****, Creation Coordinator* ***Fábio Almeida*** *(holding Brazilian flag) and Designer* ***Cristiane Calegaro*** *cheer on the home team.*

Here are some examples of various efforts to increase sales and drive Web site traffic .

IDG Brazil

Beginning in April, the company's Web site, IDG Now!, has continually added content to its World Cup Special Report that focuses on the technological details of operating and broadcasting the World Cup tournament. The effort is part of IDG Now!'s new editorial path to broaden its coverage about technology to subjects that are part of readers' daily lives. According to Online Director **Paulo Amaral**, the strategy is paying off, and in May IDG Now! broke its audience record when it attracted more than 750,000 unique users that generated more

continued on page 5

in brief newsworthy

Network World celebrates two decades with harbor cruise

(L-R): Executive VP/Associate Publisher ***Carol Lasker****, Sales Operations Manager* ***Jane Weissman****, Online Account Manager* ***Deb Lovell*** *and Editor-in-chief* ***John Dix****.*

Network World sailed into its 20s on June 9 with an evening party for more than 200 employees and guests aboard the Odyssey cruise ship on Boston Harbor.

IDG Chairman **Pat McGovern** and IDG Communications President **Bob Carrigan** both appeared via video to congratulate the team. Themed "Roaring Into the 20s," the event also featured a video of seven Network World pioneers and current teammates: President and Editorial Director **John Gallant** , Editor-in-chief **John Dix**, Senior Director Circulation **Richard Priante**, Director of Emerging Markets **Donna Pomponi**, Editorial Operations Manager **Cheryl Crivello**, VP Finance/Accounts Payable **Mary Fanning** and Senior Director of Advertising Services **Karen Wallace**.

Network World started as a single-publication division of IDG in 1986 and continues to publish a newsweekly and now also produces 15 events, more than 50 e-mail newsletters, soon to be three Web sites and more than 20 other online offerings. Network World's 20th anniversary issue appeared on March 27.

Photos from the cruise are with this article on IDG Central.

CW colors its parties yellow

In order to promote Computerworld's redesigned site, which launched in May and features a bold yellow header, the CW marketing department recently threw two "Yellow Parties" for its top agency and client contacts in Chicago and San Francisco. Approximately 40 guests attended the first party in Chicago, with twice that many at the second.

The yellow theme was more than a nod to the CW site's header: everything was yellow. Guests received yellow gift bags, t-shirts and lanyards with name tags and sunglasses. The waitstaff wore Yellow Party t-shirts and served yellow drinks with yellow swizzle sticks and hors d'oeuvres amid yellow candles and lanterns and large vases filled with lemons and yellow flowers. Even the DJ's music carried the theme: Coldplay's "Yellow," the Beatles' "Yellow Submarine" and more.

"These kinds of parties help create a buzz around our brand and give people the sense that Computerworld is not a stody old IT publishing company but a vibrant, fun organization where cool things are happening," said Computerworld VP Marketing **Matt Duffy**.

Contact Matt Duffy at matt_duffy@computerworld.com. Photos and tips on creating client events are with this article on IDG Central.

Redesigned PC World Latin America site goes modular

The PC World Latin America team presented a gift to IDG International Publishing Services Domino Developer ***Patrick Kenney*** *(fourth from left) in appreciation for his work on the new PCWLA site, which debuted ahead of schedule. (L-R): Director of International Accounts* ***Ney Kruel****, Assistant Editor* ***Rafael Iglesias****, IPS VP/Latin America* ***Trino Ramos****, Kenney, Director of International Sales* ***Walter Mastrapa****, Administrative Assistant* ***Acela Bofill****, Managing Editor* ***Elinet Medina*** *and Technical Director* ***Armando Lazo****.*

Spanish-speaking readers who turn to PC World Latin America (PCWLA) to find information about the latest products and trends for the IT industry in Latin America and for the U.S. Hispanic market discovered an updated and modernized version of the publication's Web site earlier this month.

Previously found at http://www.pcwla.com, the site's URL has been changed to http://www.pcworldenespanol.com. The redesign reflects the soon-to-be-unveiled site for the flagship PC World in the U.S., and PC World Latin America's team will have more flexibility in laying out stories and selling differently sized online ads.

IDG International Publishing Services (IPS) Domino Developer **Patrick Kenney**, who works at the IPS office in Boston, spent two months working on the site in concert with the PCWLA editorial team. "The PC World U.S. online redesign team did a great job. Our site is based on their enhancements, and it was possible thanks to their help," Kenney said.

"The new site is modular, and we can change the look without heavy programming," said International Publishing Services VP/Latin America **Trino Ramos**. "The IT market in Latin America is evolving quickly, and we have to be agile to keep up with it."

PC World Latin America's site attracts more than 200,000 visits a month. There is no other technology site like it in the Latin American market, Ramos said, adding that its "huge inventory" of archived articles is a major draw. Most of its traffic comes from search engines, and PCWLA's site ranks very high in the returned results of queries from Spanish-language search engines.

For more details write to trino_ramos@idg.com.

the interview

one on one

Jyoti Lalchandani

The vice president & regional managing director of IDC Middle East & Africa is this week's columnist. Reach him at jlalchandani@idc.com.

Lalchandani joined IDC's Central Europe team 1996 as a research analyst in Prague. After taking on regional responsibilities, including leading the first consulting practice in the Central European region, he relocated to Dubai in 2003 to launch IDC's operations in the Middle East.

IDC Middle East & Africa at-a-glance

Headquarters Dubai, United Arab Emirates

Additional offices Subsidiaries in Turkey, Kenya, Nigeria, and Morocco and an agency agreement with BMI-T, in Johannesburg, South Africa. IDC also recently took over agency operations in Tel Aviv to form IDC Israel (operates independently of IDC MEA and reports to IDC CEMA, based in Prague). IDC has been active in MEA for some time but started making more serious investments in 2003.

Number of employees 32 (excludes eight in Israel and about 25 in South Africa). There are plans to hire eight additional staff in 2006 to oversee the conference business in Africa, investment in research analysts, and sales/marketing and editorial functions at IDC MEA HQ/Dubai.

Web site http://www.idc-cema.com/

Q Where are the main growth opportunities in the Middle East and Africa (MEA), and what are the main challenges in building the IT market in the region?

A The IT markets in MEA have enjoyed some impressive growth rates in previous years: 16.4% in 2003, 18.9% in 2004 and 17.8% in 2005. A number of factors have fueled increased IT investments: 1) A share of surplus funds from higher oil prices has resulted in increased government budgets (and spending) on ICT-related projects, 2) commencement of economic diversification and privatization programs has resulted in increased foreign direct investment inflows into most MEA economies, and 3) infrastructure developments, the promotion of Internet access, and the restructuring of regulatory and legislative environments to encourage investment in key sectors, such as retail, distribution, telecoms, and banking/financial services. Furthermore, expanding economies in the region have fueled large increases in IT-related spending by the consumer segment across both the Middle East and Africa. A case in point is the boom in notebook PC sales and mobile phone handset sales in the region.

Several inhibitors to the IT market exists. The most notable being excessive dependence on oil and the lack of economic diversification in the Middle East and corruption, political instability, lack of transparency and the significant digital divide in Africa. Government initiatives exist to address the above-mentioned areas, but significant work still needs to be done.

Q Are research and survey techniques different in the MEA vs. other regions?

A Given that the MEA region is an emerging market, research and survey techniques are quite similar to those undertaken in other emerging geographies, notably Central and Eastern Europe and perhaps Latin America or select countries in Asia Pacific. Most surveys are conducted and data collected through one-to-one personal meetings rather than via telephone or e-mail. Once key relationships are built, analysts are relatively successful in obtaining relevant data and conducting surveys remotely.

Given the lack of market maturity in some countries, IDC analysts are forced to revalidate data/intelligence from a wide range of sources, including regional/local vendor offices, distributors, VARs, resellers, governments and end users. Again, within the MEA region, some differences exist. The United Arab Emirates (UAE) for example is by far the most mature market in business terms within the region, and hence survey techniques are quite similar to those used in more "developed" countries or regions. IDC has invested time and money in building key regional relationships and has built a solid reputation as a credible source for ICT market intelligence, thanks mainly to our approach of direct interaction with the ICT community on a quarterly basis.

Q What are some of the cultural challenges of running an IDC business in the Middle East?

A The Middle East region is extremely diverse, and IDC's MEA HQ in Dubai is no exception. Our offices are staffed by individuals from 12 nationalities, and each office is quite different in terms of work and business culture. Dubai is also unique in that more than 85% of the population is composed of non-nationals and hence there is a significantly large expatriate community representing over 70 countries.

Interestingly, most important business decisions are done informally (usually over a cup of tea or a meal), and formal interactions with business associates are usually considered impolite. It is also quite common for clients to invite business associates (e.g. IDC analysts) to personal events or occasions, which are often considered extensions of a business relationship that already exists.

Q What are some of IDC MEA's most recent accomplishments?

A Having re-invested in the region in 2003, IDC MEA has progressed on several fronts in recent months, most notably with 1) the launch of IDC's conference business across the Middle East in 2006; MEA events now cover six countries (UAE, Saudi Arabia, Bahrain, Kuwait, Jordan and Qatar), attracts over 24 sponsors per roadshow and around 2,500 end users, and 2) the establishment of three offices across Africa (Kenya, Nigeria and Morocco) between Q4 2005 and Q1 2006. We are also poised for substantial growth in the consulting arena, having secured several high-profile engagements over the past 12 to 18 months.

Q Why did IDC MEA decide to expand into Morocco, Nigeria, and Kenya?

A The decision to invest in the three African offices was really quite straightforward. There are several key links between the Middle East and Africa regions, the most notable being trade and to some extent the similarities in market maturity. Conse-

continued on page 6

PC World augments "Best Products" feature with videos

They were the best of products, they were the worst of products, and they are serving as a very powerful magnet for PCWorld.com readers.

TECHNOLOGY ADVICE YOU CAN TRUST
JUNE 13, 2006
PC WORLD
HOME
NEWS
REVIEWS
HOW-TO
DIGITAL DUO
DOWNLOADS
TOOLS
PRODUCT FINDER
MAGAZINE
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BROWSE BY TOPIC
RELATED ARTICLES
Tech Trend: No-Box Security Software
Digital Gear: Invasion of the Wireless Sensors
SETI@Home Project Ends
Google, NASA Partner on Research
MIT Readies $100 Notebook Prototype
Topics > Tech/Industry Trends > Technology >
« Previous Page 1 2 3 4 5 6 7 8 9 10 11 12 13 14 Next »

The 100 Best Products of the Year

Powerful computers, handy services, tiny utilities, mammoth HDTVs--our editors' top picks include all these and a whole lot more. Plus: the worst products of all time.

Alan Stafford
From the July 2006 issue of PC World magazine
Posted Wednesday, May 31, 2006

"The Best Products of 2005" was the most popular story in PCWorld.com history. "It's still getting significant traffic nearly a year after we posted it," said **Harry McCracken**, PC World VP/editor-in-chief. So the PCW editorial staff had ambitious plans to make the online version of the July issue's "The Best Products of 2006" (http://www.pcworld.com/reviews/article/0,aid,125706,00.asp) even more impressive than its predecessor.

PC World has been putting together this list, formerly known as the World Class Awards, since 1983. The online version of the 2006 story went on the site in late March and is navigatable by product categories. It also contains two videos, three and 10 minutes in length. In the first Senior Writer **Alan Stafford** discusses how the top 100 products were chosen. (PCW editors nominated products they had seen throughout the previous year. Those were then scored on a scale of one to 100, with the top 100 making up the final list. The No. 1 Best Product was Intel's Core Duo CPU selected for its processing power and long battery life.) In the second video six PCW editors share their thoughts on the 25 worst products of all time (among them, RealPlayer and AOL). Stafford also recently conducted an online chat in which PCW readers asked questions about the chosen products (now available on the site in transcript form).

Readers are encouraged to comment on what they did and didn't like about the lists at the Today@PCWorld blog. "We're getting better and better at pushing bloggers' buttons and getting them to respond," McCracken said. "Lists are popular, as are nostalgia and Apple products." Also listed in the 2006 story are the best Web, hardware and software companies, as well as the worst company of the year (Yahoo!, Apple, Adobe and Sony, respectively). PCW editors are currently working on a Best PCs of All Time list.

For more information contact Harry McCracken at harry_mccracken@pcworld.com.

IDC address changes

IDC Israel
52 Begin Road
Sonol Tower
Tel Aviv 67137
Tel: +972-3-6871727
Fax: +972-3-6871710

IDC Peru
Av. Jose Pardo 513, Of. 901
Miraflores
Lima 18
Peru
Tel: +51-1-712-0250

IDC New York
405 Lexington Ave., 25th Floor
New York, NY 10174
Tel: +212-907-6500
Fax: + 971-368-8005
Mark Winther's direct dial:
212-907-6539

There is a new office of IDC Adriatics serving Serbia and Montenegro

IDC Adriatics/Serbia and Montenegro
Ustanicka 189/2
11050 Belgrade
Serbia
Tel: +381-11-347-2255
Fax: +381-11-347-2256

IT Forum & Expo

continued from page 1

The conference's keynote speakers included author and management educator Jim Collins; Robert Reich, former U.S. Secretary of Labor; Jesus Ortas, deputy director of digital economy from Mexico's Ministry of Economics; **John Gallant**, president and editorial director of Network World and Dottie Berry, vice president of IT Transformation for FedEx; Shaygan Kheradpir, CIO of Verizon; and IDC Chief Research Officer **John Gantz**.

IDG Chairman **Pat McGovern** delivered the welcome, IDC SVP/ Communications, Hardware, Services and Software Research **Crawford del Prete** served as emcee for the first two days and SVP/Strategy **Gigi Wang** was the emcee for the half-day program.

"Our goal was to fill the niche between IDC's very successful one- and two-day forums on specific topics and the much larger expo-oriented forums that are out there in the industry," said Senior Program Director **Amy Catalogna**. "We accomplished that, and we were thrilled with the number and quality of the attendees, sponsors and the exhibitors — all 40 booth spaces were sold out. The collaboration between IDG and IDC was excellent and helped make the event a success." The high sponsorship levels went to CA, Hitachi Consulting, SAP, Autonomy, Sterling Commerce, RealOps and HP, among other companies.

IDG's U.S. enterprise properties — CIO, Computerworld, InfoWorld and Network World — all served as media partners, the first time those publications had simultaneously supported an IDC U.S. event, Catalogna said. CIO Editor-in-chief **Abbie Lundberg** was one of the speakers at the CIO Summit, an invitation-only subset of the program facilitated by IDC SVP/Research **Frank Gens** that enabled 120 senior IT executives to delve deeply into core strategic issues. Network World's John Gallant, who interviewed FedEx VP Dottie Berry during one of the keynote sessions, was instrumental in securing FedEx's participation as a result of his work with Rob Carter, FedEx's CIO, for the HP Change Artists series, an IDG integrated marketing program (see IDG World Update May 29, 2006).

Catalogna said **Bianca Bruhn**, VP/Conferences for IDC in Europe, the Middle East and Africa, provided valuable advice during the conference planning, drawing on her experience in producing IDC's annual European IT Forum that is geared for a similar audience.

Next year's event will be June 7-8 at Boston's Westin Convention Center Seaport Hotel.

Write to Amy Catalogna at acatalogna@idc.com.

IDG

June 26, 2006

Sr. Web Developer (CXO)

CXO Media is looking for a Senior Developer with 2-6 years experience creating database driven web applications. Experience developing web applications in a PHP/Oracle/Linux environment preferred, but not required. Responsibilities include developing new applications, supporting existing applications, and migrating data. Desired skills include PHP, SQL, Oracle, and Linux. The ideal candidate will have strong problem solving skills, solid programming experience, and be self-motivated. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Manager (ICS)

IDG Corporate Sales is looking for a Program Manager to manage and execute global and domestic integrated marketing programs. The individual selected for this position will be a point of contact with customers on their marketing programs. This person will lead and coordinate multidisciplinary production teams to ensure the on-time delivery of products and projects. Additional responsibilities will include ongoing tracking and reporting of program implementation status. Candidates must be detail oriented and have the ability to multitask in a fast paced environment. Strong communication and customer relationship skills are essential. Ideal candidates will have a minimum of 3 years experience working in marketing, magazine publishing, online, events or an advertising agency and have a strong knowledge of the IT marketing, media and advertising industry. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Program Manager (IGS)

IDG Global Solutions is looking for a Program Manager to manage and execute global and domestic integrated marketing programs. The individual selected for this position will be a point of contact with customers on their marketing programs. This person will lead and coordinate multidisciplinary production teams to ensure the on-time delivery and of products and projects for multinational programs. Additional responsibilities will include ongoing tracking and reporting of program implementation status. Candidates must be detail oriented and have the ability to multitask in a fast paced environment. Strong communication and customer relationship skills are essential. Ideal candidates will have a minimum of 3 years experience working in marketing, magazine publishing, online, events or an advertising agency and have a strong knowledge of the IT marketing, media, and advertising industry. International experience is a plus. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Research Manager, Channels (IDC)

We are seeking a Research Manager to become part of a growing channels research organization at IDC. The successful candidate will bring knowledge of the channel as well as some knowledge of networking, VOIP, and/or security industries. The analyst has several key responsibilities including primary research on various distribution channels and selected networking, telecom and security manufacturers' distribution strategies. This individual will also participate in joint research activities with other IDC analysts and be a part of the evolving channels program within IDC. The channels program is a fast growing area and is currently developing models for on-going research. Primary deliverables will be analytical and thought provoking bulletins. This position will also provide insightful guidance, analysis, and consulting about the routes to market for infrastructure products and services. This analyst will be responsible for ongoing client support and client relationship management, survey work, writing, multi-client studies and business development. S/he will work collaboratively with the Infrastructure Channels team primarily, but will also interface extensively with our technology hardware research areas. Externally, s/he will need to develop and maintain relationships with technology suppliers and distributors. Candidates must have prior experience in the IT channel space (6+ years) and an understanding of the key players and dynamics of this market. Candidates must also possess business insight, and be capable of absorbing information quickly and sharing concise opinions and guidance. The ideal candidate will have experience in sales, as well as driving a business. Strong candidates will demonstrate a team player attitude and be capable of building strong relationships. Excellent writing and speaking skills, strong Excel skills, and a Bachelor's degree are required. This role requires approximately 30% travel.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst to support research-related inquiries from our Manufacturing, Energy, Health and Government Insights clients and research analysts. The Inquiry Analyst is a first point of contact for our clients and sales staff in getting research inquiries fulfilled. The individual in this role will have the opportunity to gain insight into a variety of different industries. Inquiry Analysts at IDC sits amongst their peers and partners with specific research groups to provide support to clients, sales reps and analysts. Key responsibilities include: developing a solid overview of the research that the groups create, being responsive to inquiries from clients and sales people, tracking all client interactions, building relationships and identifying business opportunities. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many clients, Inquiry Analysts work collaboratively on inquiries that cross many areas, are customer service focused, detail oriented and have excellent follow-through abilities. This position is based in Framingham, MA and does not require travel. A Bachelor's degree is required. Related industry experience a plus but not required. Relocation is not available for this position. ***Location: Framingham, MA***

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Research Director, Personal Technology Primary Research (IDC)

IDC's Mobility, Computing, and Consumer Research Group is recognized as the industry standard for understanding and forecasting the market for a variety of products and services serving the enterprise and consumer markets. The Research Director position will support the group's extensive research panel initiatives specific to mobility, computing, and consumer research. The primary focus of the role will be to manage and conduct the group's day to day research efforts specific to survey panels, as well as interface with and coordinate panel research efforts across the Hardware, Software, Services, and Telecom group. Specific tasks will include building and managing existing as well as new online research panels, as well as coordinating with others on related efforts and projects. The position will require a high degree of interaction with a broad array of analysts across many research teams, as well as with IDC's consultant organization and other partners. This position will also work with IDC management to continue the development of comprehensive consumer research panels. Candidates should have 8+ years of market research experience specific to technology or consumer markets and comfortable engaging in the detailed planning of primary and custom research efforts. They should have a solid understanding of primary research methodologies and statistical analysis methods, and have experience orchestrating large survey efforts, interpreting data, and drawing trends. As well as the chance to join a highly successful and motivated research team, this position offers the successful candidate the opportunity to thrive in the industry's foremost provider of market intelligence, providing expert solutions to major companies providing cutting edge products and services today. ***Location: Framingham, MA***

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Web Design Manager (IDC)

Interactive Products and Services is seeking a Web Design Manager, who is highly collaborative with a strong art, brand, user interface, and management skills to manage a staff of full-time and contract web designers. Must be familiar with user-interface and information architecture principles and how to design web sites with complex information and functionality. Responsibilities will include producing designs, HTML/Photoshop/paper prototypes, wire-frames and various graphics for Web sites and creation of Web site templates/navigation and layout. This position will also be responsible for implementing designs and change requests upon approval. This is a design-focused position. Must be an effective communicator with an ability to explain technical issues in everyday language. The Web Design Manager must also be able to effectively translate ideas in to reality and excel at detail organization. Strong computer skills and a willingness to stay updated on emerging technologies is a must. Success depends on a solid blend of expertise, strong conceptual and creative skills, as well as outstanding design skills. A bachelor's degree in computer science, graphic design or digital media or equivalent is preferred. 3-5 years of managing a creative team or equivalent experience. Must be HTML, XHTML, DHTML, CSS and JavaScript expert committed to standards based web design. Needs to demonstrate depth of experience in copy/design integration, typography and interactive interface design. Experience in creating original user interface designs and graphics. Must have portfolio of relevant work. Needs expertise in the latest versions of Photoshop, Illustrator, Dreamweaver, and all other relevant design software. Proficient with a text-based html editor and in developmental languages such as HTML and JSP. Experience and understanding of site architecture, user experience, color theory and proper file formats. Expertise in current Internet standards, including Web browsers and browser specifications. Ensure that all web sites are accessible from a variety of different platforms, screen depths and other constraints. Broad-based knowledge of Internet best practices across multiple industries (Healthcare, Financial Services, Manufacturing, Energy, Government, Retail, etc). ***Location: Framingham, MA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Sr. Research Analyst, Supply Chain Management (SCM) Solutions (IDC)

IDC's Applications program is seeking a Sr. Research Analyst who is focused on the impact of supply chain process automation and improvement on overall business growth and is knowledgeable about enterprise applications, particularly in the area of SCM. The Analyst will play a key role in the program in all aspects of research and consulting activities. IDC's SCM service provides a cross-disciplinary solutions view of applications, enabling technologies and processes being brought together to address SCM requirements such as supplier collaboration and strategic sourcing initiatives. The Sr. Research Analyst will cover vendor and product competitive positioning and opportunities in the worldwide and North America market for SCM applications as part of the Enterprise Resource Planning and Product Lifecycle Management business processes. The Sr. Research Analyst will be responsible for program support to gather qualitative and quantitative information, synthesize and analyze industry trends in a logical and forward thinking manner, write and publish research reports, develop market forecast and market revenue share reports, analyze and report on demand-side survey data, and support client inquiries and briefings. The position will require the development of in-depth knowledge of the relevant market, and vendors' service offerings and strategies through regular contact with vendors and customers. The Analyst will also work with clients and prospects on tactical and strategic planning, participate in and lead consulting engagements, present research and insight at industry events, to clients, and to the trade and business press, and work closely with IDC sales and marketing to develop client prospect strategies and communicate/promote IDC's subscription research and consulting. We are seeking an analyst with a deep understanding of the SCM landscape, including US and worldwide SCM software, business processes and business practice. 8+ years of business experience is required. A bachelor's degree, as well as a MBA and/or related software product management or implementation experience is required. Candidates must have demonstrable writing, presentation and spreadsheet modeling and analysis skills. Must be able to work both independently as well as with a team in a collaborative environment and have the ability to develop business, drive the strategic future of the program and identify future business opportunities for IDC. Some travel is required.
Location: San Mateo, CA
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Executive (IDG)

IDG Connect, a division of IDG, has an exciting opportunity for a highly-motivated sales professional to sell IDG Connect's content marketing and lead generation services. The Account Executive will call on Marketing Directors, VPs, and C-Level decision makers in small to mid-market IT companies. This individual will be responsible for the entire sales cycle, including new business development and account management. The ideal candidate will have 2-4 years of successful sales and account management experience, solution selling and consultative skills, the ability to qualify prospects, and strong closing skills. High-tech media sales experience such as advertising sales, online advertising sales, or market research sales in the technology space is a plus. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Conference Director (WEC)

IDG World Expo is seeking a Conference Director to plan and develop the editorial and educational components of IDG World Expo's Linux and open source events. This position is the primary voice of the events to the community and has the opportunity to shape the direction of the events. In this position, the Conference Director will develop all conference and exposition content, lead advisory board meetings, develop conference and expo content, research and decide upon conference and event themes, define conference tracks and sessions, recruit speakers, analyze conference results and feedback against metrics and attendee satisfaction, and develop strategic additions to the brand, both in-person and online. The Director will also develop all other brand-related content, both directly and by recruiting involvement of the community; webinars, newsletters, website content. The person in this position will follow trends in industry, maintain and cultivate relationships with industry experts, track competitive events and differentiate brands, drive thought leadership in the market, and represent the brand at external client meetings and at industry/competitive gatherings. This demanding position requires a BS/BA, 5-7 years of content and conference experience, and a strong knowledge of the IT market. Knowledge of Linux and open source preferred. The ideal candidate will have a demonstrated record of building conference content, excellent attention to detail and time management, exceptional creativity, a devotion to deadlines, and excellent communication skills. Travel to conferences is required. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

Computerworld IT Management Summit: Business Intelligence
July 19
Santa Clara, CA
www.itmanagementsummit.com

Computerworld IT Management Summit: Business Intelligence
July 26
New York
www.itmanagementsummit.com

Computerworld IT Executive Summit: Business Agility Through IT
Aug. 8
Marriott Bethesda North Conference Center
Bethesda, MD
www.itexecutivesummit.com

LinuxWorld Conference & Expo
August 14–17
San Francisco
www.linuxworldexpo.com

More World Cup on IDG Central

More photos and information about IDG activities around the World Cup are with this article on IDG Central. Contributions — including employee fans in action — can be sent to world_update@idg.com.

World Cup

continued from page 1

than five million page views.

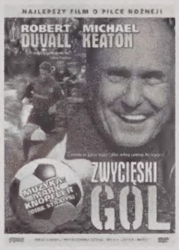
Readers are particularly interested in the technological elements because the tournament represents the first time digital TV transmissions have been available in Brazil, Amaral said. It is also the first time Brazilian Internet users are able to watch live FIFA matches using streaming media. IDG Now! is using information graphics to depict the infrastructure that enables audio and video from Germany to be broadcast worldwide.

IDG Brazil journalists have interviewed a wide range of people for the report, including FIFA's CIO and the Brazilian team coach, who talked about new software he is using to track his players' performances that helps him make strategic decisions quickly.

Amaral said that the special report has drawn significant traffic from search engines. Some news stories inside the special report that aren't been being prominently promoted on the Web site have often been among the site's top five news stories of the day. Amaral said the site appears high in search results for keywords such as "soccer technology" or "internet soccer transmissions" on Google or Yahoo!, for example.

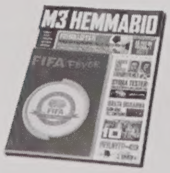
The special report is at http://idgnow.uol.com.br/especiais/copa_do_mundo_2006 and is sponsored by Avaya.

IDG Poland



Kino Domowe, a home cinema publication, has a special edition with a soccer-themed DVD cover mount, "Shot at Glory," starring Robert Duvall and Michael Keaton. PC World Poland's Web site, (http://www.pcworld.pl), is hosting a competition in which readers guess the scores of the Polish team's matches. Fifty prizes will be awarded, many of them underwritten by sponsors.

IDG Sweden



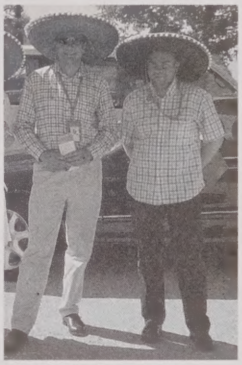
M3, a home cinema magazine, is published six times a year and always includes a DVD. The June issue hit the newsstands two days before the start of the World Cup and included "FIFA Fever," a recap of highlights in World Cup history. One June 15, all 210 IDG Sweden employees convened for a combination information session and soccer night. CEO **Lars Dahmén** talked about the company's financial results so far in '06 and looked at areas to focus on in '07. The staff then viewed the Sweden-Paraguay match on a big screen, which Sweden won 1-0.

Nuova Periodici

DIGITAL WORLD
Mondiali Hi-Tech
in edicola

IDG's publishing partner in Italy produced a special edition of its quarterly Digital World Italia with the theme "Hi-Tech World Cup." Available on newsstands beginning May 15, the issue featured reviews and information about a wide range of devices including decoders for digital terrestrial TV, home theater systems, GPS navigator systems and smartphones. The issue also included practical tips on photo retouching, making free calls on VoIP and filing photos on Flickr.com.

IDG Germany


PC-Welt Publisher ***Axel Beisner*** *(l) with a client at the Germany/Mexico match in Nuremberg.*

IDG Germany obtained 64 VIP tickets — IDG Global Solutions in Munich also had four tickets — for company publishers to accompany clients to games across the country. Each client received a German tricot (the country's official soccer shirt) with his or her name on it.

As it did for the World Cup in 2002, PC-Welt has offered Excel sheets (on CD and for download at pcwelt.de) for readers who want to bet on the games. PC Welt also instituted an online betting game. Since developing that kind of single-use application costs much time and money, PC-Welt was able to find a programmer who offered an already-developed program for just 69 Euros (US$87). The sales team found sponsors that donated more than 50 prizes, including a Palm Treo 650.

ComputerPartner.de also offered an online betting game that more than 1,000 people have registered for, with six notebook computers as grand prizes.

More than 5,000 registered members are part of GameStar.de's quiz and contest, in which users not only have to predict game results but the number of yellow and red cards to get extra points. The July issues of GameStar, PC-Welt and Macwelt included a collector's item sticker card depicting Germany's goalkeeper, who was a surprise addition to the team and not part of the souvenir packages printed in advance of the Cup. WU

noteworthy people

New employees

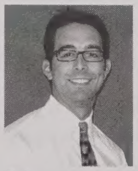
Davids

Brad Davids joins IDC's Energy Insights group as VP, Research, following Energy Insights' acquisition of EPRI Solutions Market Intelligence division where he was also a VP and also had overall responsibility for corporate marketing. He holds B.S. and M.S. degrees in mechanical engineering from Stanford University in Palo Alto, Calif., and enjoys backpacking, travel and spending time with his wife and three sons. *bdavids@energy-insights.com*

PETER SHORT

McGregor

Also new at Energy Insights is Sales Director **Tom McGregor**, who was recently director of business development at Strategic Energy and Economic Research. He holds a B.A. in economics and Spanish from the University of Texas/Austin and a B.A. in economics from the University of San Marcos in Lima, Peru. Away from the office he writes grants for non-profit groups and enjoys music and travel. *tmcgregor@energy-insights.com*



Enbar

Another transfer from EPRI Solutions, where he was a research manager, is Research Analyst **Nadav Enbar**. He will be researching, writing and editing qualitative and quantitative reports on a range of energy and environmental topics. He holds a B.A. in political science and anthropology from the University of Rochester (N.Y.) and an M.S. in social sciences from the University of Chicago. In his free times he enjoys hiking, biking, skiing and playing mariachi guitar. *nenbar@energy-insights.com*

Nimoh

Shrija Nimoh joins IDC Asia Pacific's Singapore office as a market analyst, working in the Enterprise Servers and Workstations group. She will be responsible for tracking the enterprise server and workstation market segments in Malaysia and Indonesia. Before joining IDC, she worked for three years as a research analyst at Frost and Sullivan, India. She holds a B.A. in economics and sociology and an M.A. in marketing management from Mumbai (India) University. In her free time she paints, decorates cakes and practices Indian classical dance. *snimoh@idc.com*

Rivera

IDC Asia Pacific has hired **Ramon Rivera** as a market analyst with the Hong Kong office of its Enterprise Servers and Workstations group. He will be responsible for working closely with the country experts to enhance IDC's research expertise in China and Taiwan and provide back-end support to the group by managing databases and execution of macros. Prior to joining IDC, he worked for an IT services company specializing financial services and education. He studied business and information systems at the De La Salle University, College of Saint Benilde, in the Philippines and enjoys music, tennis and running. *rrivera@idc.com*

PETER SHORT

Severance

Jonathan Severance is IDC Framingham's new research analyst supporting demand-side quantitative projects. For the past three years he sold commercial real estate in Massachusetts; prior to that he was a business analyst and training consultant for firms such as Digital Equipment Corp., Compaq Computer and Hewlett-Packard. He earned a B.A. in philosophy from the University of Massachusetts/Amherst and an M.B.A. in management from Babson College in Wellesley, Mass. Away from the office he enjoys mountain biking ("generally *not* on mountains!"), choral singing and parenting. *jseverance@idc.com*

Senay

Paralegal **Elaine Senay** comes to IDG's legal department from NameMedia where she was a legal assistant handling domain name disputes and trademark matters. She holds a B.A. in journalism with a concentration in French from the University of Massachusetts/Amherst, an M.A. in journalism from the University of Missouri/Columbia and a paralegal certificate from Boston's Suffolk University. She enjoys photography, West Coast swing dancing and volunteering, most recently as an on-air bid runner and board marker at WGBH, Boston's public television station, which was raising money to fund its childrens' programming. *elaine_senay@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 1

quently, all major IT and telecommunications vendors and channel partners realigned their territorial responsibilities several years ago to cover this expanded geography.

Prior to opening the Africa offices, IDC had been receiving a considerable number of inquiries from ICT players interested in the apparent boom in IT spending in the so-called N.E.W. Africa (North, East, and West). So clearly there was a need for more market intelligence on these emerging regions. We did carry out several informal and formal meetings with relevant firms in Africa in order to formalize plans for setting up direct operations.

In the short to medium term, we anticipate increased demand for ICT market intelligence from other emerging countries in MEA, namely Egypt (where IT market growth was more than 18% in 2005) and Jordan. Furthermore, both of these countries could also serve as low-cost bases for basic research support functions such as survey work. It is definitely something to consider.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for members of the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Debra Sobin *IDG*

26

Matt Smith *Computerworld*

23

Derek Hulitzky *Computerworld*

22

Mitch Betts *Computerworld*
Rick Buroni *Computerworld*

20

Pim Bilderbeek *IDC Benelux*
Jim Falanga *IDG*

19

Gary Anthes *Computerworld*

17

Francisco Sanchez *IDG Spain*

11

Monica Sambataro *Computerworld*
Emmie Hung Clark *Computerworld*
Simon Jary *IDG U.K.*

10

Peter Tripodi *PC World Central Services*

8

Robert Rawson *Computerworld*

7

Diane Turco *Computerworld*
Miles Dennison *InfoWorld*
George Mahowald *IDC*
Kelly Matthews *IDC*
Rickard Carlsson *IDG Sweden*
Björn Glansk *IDG Sweden*
Jo Williamson *IDG Global Solutions EMEA*
Christina Steensboe *IDC Nordic/Denmark*

6

Mark Savery *Computerworld*
Deborah Lee *Computerworld*
Sean Kelly *IDG International Controller's Office*
Dana Basilone *IDC*
Eri Meyer *IDC*
Catharina Yttergren *IDG Sweden*
Vipul Bhargava *IDC Australia*
Kathy Sin *IDC Hong Kong*
Valerie Soh *IDC Singapore*
Carla Arend *IDC Nordic/Denmark*

5

Eliza Wee *PC World*

3

Aaron Jones *PC World*

2

Shari Ebb *Computerworld*
Donna Burch *IDC Canada*
Robert Fleming *IDC*
Rod Hills *IDC U.K.*

1

Nancy Felsheim *Computerworld*
Ahmad White *InfoWorld*
Linda Angellotti *IT World Canada*
Ae-Lee Kim *IDC Korea*
Shaun Alexander *IDG Australia*
Bill Roche *CXO Media*
Hanne Birkholm *IDC Nordic/Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG World Update reminders about PDF delivery, upcoming schedule

PDF delivery

Employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

July and August schedule

The print version of IDG World Update will be biweekly for the next two months: July 10, July 24, Aug. 7 and Aug. 21.

The 23rd IDG Employee Photo Calendar Contest is now under way!

Power up those cameras and take a chance at winning prize money and worldwide fame in the 23rd Annual IDG Employee Photo Calendar Contest The calendar adorns IDG business unit offices and cubicles around the globe — read on, and perhaps you can be part of the 2007 version.

Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

'07 edition coming soon!
2006 Employee Calendar
IDG

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by **Sept. 15**.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

Please note: photos will not be returned.

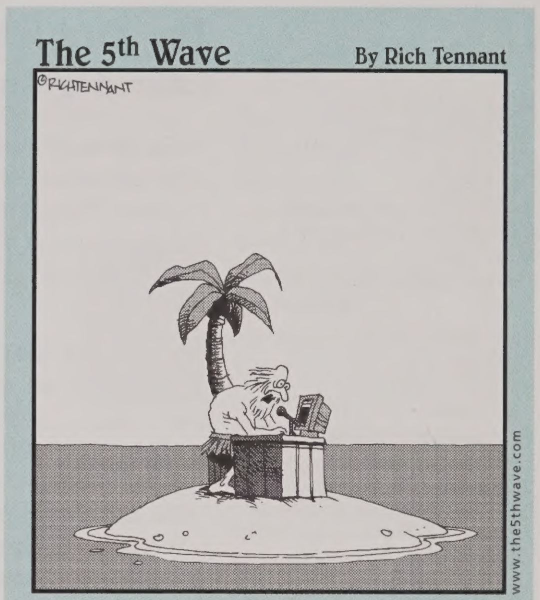
If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo. WU

IDG Central now offers RSS feeds

Several categories of content on IDG's intranet, IDG Central, are now available via RSS: IDG World Update news stories and One on One interviews, Writing Workshop, Classified Ads and the Best Practices Exchange. These feeds require authentication. There is an RSS link on the home page of IDG Central. Just enter your IDG Central username and password when your RSS reader prompts you. Go to http://www.idgcentral.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Michael Rose** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sport safes.



"Thank you for calling XYZ Technical Support. This is Tom speaking..."
Michael Rose *IDC*

Honorable mentions

"I paid for same-day onsite service on my wifi hotspot, and that's what I expect to get."
Mark Levitt *IDC*

"On today's Lost Island blog, I would like to point out some of the advantages of low tide over high tide."
Christopher Willard *IDC*

"Will someone out there please contact me today....junk mail and spam are welcome!"
Simon Salamon *IDC*

"In conclusion, I say with confidence that global warming is a myth in 2030. From the North Pole, this is George W. Bush."
Lewis Ward *IDC*

"I still think its unreasonable company policy that I can't take any lunch, coffee or bathroom breaks until my replacement shows up!"
Karen Paguia *IDC Philippines*

"And this one goes out to all my friends....come on, let's pack that dance floor...it's 'I'm Still Standing' by Elton John!"
Mike Friend *IDC U.K.*

"And to think I dreaded conducting business face-to-face."
Rob Tons *IDC*

"Hello Cisco? Can you send me a quote for the best wireless LAN devices for my island?"
Nagesh Pai *IDG India*

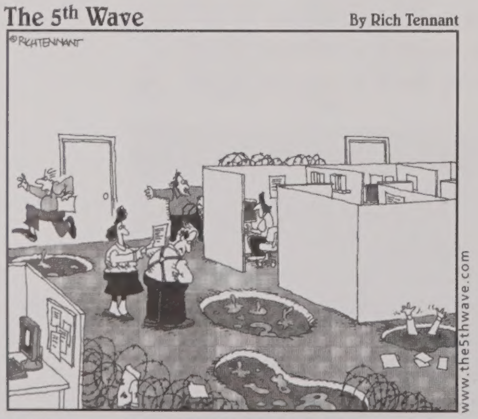
"When I said I needed my space, I meant MySpace.com!"
Mindy Droogan *IDG List Services*

Rich Tennant's original caption

"This is No. 271 of the podcast show 'Help! Get Me Off This Stinking Island!'"

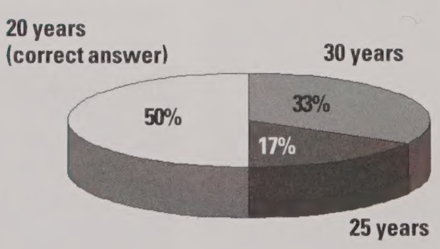
New cartoon contest

Send a caption for this cartoon to world_update@idg.com or fax to 617-423-0712 by July 18. The winner will choose a book of Rich Tennant cartoons or an IDG T-shirt. Honorable mention winners will also receive prizes. Have fun!



Question of the Week for June 19

Which anniversary did Network World U.S. celebrate this year?



Log on to http://www.idgcentral.com to vote on this week's question: Which online music store do you use most?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Sigrid Falkner *IDG Germany*
Martin Faltstrom *IDG Sweden*
Daniel Linden *IDG Sweden*
Elinet Medina *PC World Latin America*
Joe Mola *Computerworld*
Stefan Willeke *IDG Germany*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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IDG, IDC team up for Marketing Summit in Boston

Day-long event explores key issues facing marketers today

IDG Communications and IDC jointly kicked off the IDG Marketing Summit last month in Boston. The event, titled "Navigating the Complex Marketing, Sales, and Customer Experience," drew almost 60 executives — mostly marketing directors and VPs — representing vendors, users/buyers, and advertising agencies. Senior managers from both IDC and IDG also attended, sharing their opinions and best practices and networking with attendees.

*(L-R): IDG Communications President **Bob Carrigan**, IDG Chairman **Pat McGovern** and IDC President and CEO **Kirk Campbell** at last month's Marketing Summit.*

"It was truly a joint IDC/IDG event," said **Kristin Hambelton**, director, IDC Corporate Marketing. IDC President and CEO **Kirk Campbell** and IDG Communications President **Bob Carrigan** led a team of IDC and IDG employees who met monthly to shape the program and iron out the details.

"Our goal was to leverage the combined strength of IDG Communications and IDC to bring together an influential group of marketers to review and discuss some of the critical issues facing marketers today as they 'navigate' what IDC termed 'the marketing, sales and customer triangle,'" Carrigan said. "It was terrific to collaborate with IDC on this event, which was a big success." (IDG Communications includes the U.S. media business units, IDG World Expo and IDG List Services.)

continued on page 5

IDC Bulgaria partners with SNIA Europe for storage event

In the latest example of its growing influence within the country's IT community, IDC Bulgaria hosted its first IT event in the capital of Sofia on June 15. Coordinated in partnership with Storage Network Industry Association (SNIA) Europe, the Bulgarian edition of the IDC CEMA (Central and Eastern Europe, Middle East and Africa) Regional Road Show focused on the development of storage solutions able to handle the continuing influx of data, management of exponentially growing file systems and European Union regulations.

About 100 people attended the event from a number of vertical sectors, including the government, banking and financial services firms, utilities, retail outlets and logistics providers. "We're very pleased with the turnout," said IDC Bulgaria Country Manager **Neli Vatcheva**. "Bulgarian organizations of all kinds have to manage today's explosion of data,

*(L-R): **Tom Schwieters**, IDC VP/regional director for Central Europe; **Tatiana Hinova**, Central and Eastern Europe director of sales and director of the Southern and Eastern European Region, IDC CEMA; **Neli Vatcheva**, IDC Bulgaria country manager; Matthias Werner, member of the Board of Directors, Storage Networking Industry Association/Europe.*

and they are looking for effective solutions to meet internal and external needs. We are pleased that we

continued on page 4

Inside this issue

Boston Business Journal recognizes IDG on "best places to work" list *page 2*

GameStar welcomes readers for fun, games and focus group sessions *page 2*

One on one: Eva Au, managing director of IDC Asia/Pacific *page 3*

IDG News Service experiments with video content *page 4*

Quick poll: Employees share tough questions for industry leaders *page 8*

in brief newsworthy

Boston Business Journal recognizes IDG on "best places to work" list

BOSTON BUSINESS JOURNAL

*Network World CEO & Publisher **Evilee Ebb** accepted the award, presented by Boston Business Journal Editor George Donnelly (left) and Publisher Michael Olivieri, on behalf of IDG.*

IDG was recognized at an awards ceremony on June 23 that honored the companies on the Boston Business Journal's annual Best Places to Work listing. The award, now in its fourth year, recognizes companies in the greater Boston area that have created positive work environments that attract and retain employees. It was the second consecutive year IDG has been named to the list.

Companies are chosen based on the results of an online survey conducted by the Boston Business Journal among each company's employees. The survey addresses factors such as pride in the company; company encouragement, support and recognition of achievement; and relationships with co-workers and supervisors.

Short takes

Economedia buys IDG Bulgaria

Bulgarian publishing group Economedia, a 50:50 joint venture between German media group Verlagsgruppe Handelsblatt and Bulgarian publisher Agency for Investment Information (AII), last month purchased IDG Bulgaria. Economedia will continue to publish the Computerworld, PC World, Network World, Digital World and CIO titles under license from IDG.

The company will be renamed ICT Media EOOD, but it will continue to use the IDG name in marketing activities. Economedia produces business and economic publications, and the recent acquisition fits the company's stated strategy of investing in specialized business publications. Most of IDG Bulgaria's employees are expected to continue their roles with the new company, with **Nely Yolovska** appointed as general manager. The company will also be under the overall supervision of former IDG Bulgaria managing director **Bisser Boev**, who moved to Economedia in April.

PC World India hits the newsstands

IDG India launched its newest publication, PC World India, earlier this month. With a cover price of just Rs 60 (US$1.30), the monthly publication is the lowest priced magazine in its category in India. Each issue will also contain a DVD.

According to IDG India President **Bringi Dev**, there are not enough magazines that cater to the technology-driven audience in India. He said PC World plans to tap the growing market for new technology and technology-savvy people in India through relevant and exclusive content. The first issue contains a comparison of widescreen laptops as well as a review of wireless data cards from service providers such as Hutch, Reliance and Tata Indicom.

GameStar welcomes readers for fun, games and focus group sessions

For the third consecutive year, the editorial staff of GameStar Germany held an open house for selected readers as a means of both rewarding their loyalty and gaining useful feedback.

More than 100 people responded to the online and print notices about the event and submitted applications via e-mail. One teenage girl and 27 teenage boys and young men — correctly representing the male/female ratio of GameStar readers — were selected to participate; among them were several readers who had previously corresponded with the editors. Most were from the Munich area, although several traveled more than four hours by train.

The group began their office tour by viewing a five-and-a-half minute video, "The Making of GameStar," that showed behind-the-scenes operations at the publication and its Web site. The movie was originally produced as an online supplement to a print feature in the January 2006 issue that celebrated the publication's 100th issue. Visitors then quizzed the editors about their jobs, hobbies and gaming knowledge; played against them in a variety of online and table-top games such as foosball; and collected autographs.

The readers also convened with the editors for a brief focus-group session in which they shared their impressions of the print magazine, GameStar's online activities, online games they enjoy and other related subjects. "Feedback from core readers is invaluable," said Editor-in-chief **Gunnar Lott**. "We milked them for as much information as possible in addition to trying to let them have a wonderful day."

UWE MIETHE

*GameStar Editor **Daniel Matschijewsky** (front) joins his fans for a session of Buzz!, a music quiz on PS2.*

Each visitor took home a souvenir bag with GameStar, GamePro, PC-Welt and Digital World magazines, DVDs, GameStar pens and gaming stickers.

*Write to Editorial Assistant **Anita Thiel** at athiel@gamestar.de.*

one on one the interview

Eva Au

The managing director of IDC Asia/Pacific is this week's columnist. Reach her at eau@idc.com.

I joined IDC as the managing director of IDC Asia/Pacific just a little over a year ago. I am responsible for the management of IDC's business operations across 13 countries, overseeing business areas such as Research, Consulting, and Corporate Programs (Go-To-Market Services). Prior to joining IDC, I was the managing director of LexisNexis Asia. I live in Singapore with my husband and our dog. We came to Singapore more than 10 years ago, thinking we would only stay for a few years. But the excitement and pace of doing business in Asia plus the added bonus of living in a safe and vibrant country convinced us otherwise. While I am still a Canadian at heart, the thought of having to shovel snow during the winter makes me very happy to be living in a warm country.

IDC Asia/Pacific at-a-glance

Headquarters/regional hub
Singapore

Subsidiaries *North Asia*: China, Korea, Taiwan; *South Asia*: Malaysia, Indonesia, Philippines, Thailand, Vietnam, India; *Pacific*: Australia, New Zealand; Hong Kong, Singapore

No. of employees 325

Web site
http://www.idc.com.sg

Q Please provide a snapshot view of the IT market in Asia/Pacific.

A The IT market in A/P can be segmented into three broad categories: mature countries (Australia/New Zealand, Japan, Singapore, Hong Kong, Korea and Taiwan), growth countries (India, China, Malaysia, Philippines and Thailand) and emerging countries (Vietnam, Pakistan, Bangladesh, etc). Each segment has its unique challenges and opportunities.

In the mature countries we see the IT market growing at an average of 3% (CAGR 2005-2009). Companies are making incremental investments to squeeze operational efficiencies from their systems. The IT vendors are focused on increasing their services capability to compensate for the decrease in infrastructure spending from customers.

We see IT markets in the growth countries growing an average of 13% (CAGR 2005-2009). Companies are investing in large-scale infrastructure modernization projects to allow domestic companies to compete at international levels. We see IT companies investing heavily to take advantage of these opportunities. Clearly, the IT market will be very sensitive to any slowdown in the economy and the rate of foreign investment in the country.

In the emerging countries we see the IT market growing at average of 12% (CAGR 2005-2009). Companies are making their first round of investments to automate information-intensive tasks and preparing their enterprises to compete on the international stage.

Q What is IDC's status among market research firms operating in the region?

A IDC's combination of a significant local presence across A/P combined with its global insights is a unique value proposition for our customers. With approximately 200 analysts on the ground in 13 countries, we provide deeper insights than our competitors into some of the fastest growing markets in the IT world. We are able to help customers in A/P and worldwide with information to increase their penetration in these countries.

IDC tops other IT market research firms in the region and worldwide for excellent customer satisfaction. According to the 2006 IDC A/P Client Satisfaction Survey, our customers have been using IDC for an average of four years, with 93% of our customers very likely to use IDC again; 61% express high overall satisfaction with IDC; and 50% would recommend IDC to others in or outside their company. These results are consistent with the worldwide findings. According to Outsell's "Enterprise Buyers Speak Out: Annual Product Satisfaction Scorecard" for 2005, IDC is a hands-down winner in all categories including overall satisfaction, depth and breadth of coverage, fair pricing, ease of doing business, base and future recommendation.

Q How do you successfully manage a business unit with employees in so many different locations and with so many different cultures?

A It is true that Asia/Pacific is one large continent with many different cultures and lifestyles. Certainly, in the last few years, IDC A/P has expanded rapidly into new countries, and managing across these different locations is becoming a challenge. We create opportunities for our diverse group of employees to interact more frequently across departments, functions and countries so we can collectively build a common set of rules of professional standards and of conduct. Such interactions also let employees share knowledge, work with multiple resources and improve and add value to existing processes. That said, I am fortunate that most of the IDC A/P employees act in the best interest of the customer and the company. Socially accepted norms such as "keep the customer happy," "make money for the company" and "treat our employees with respect" rise above language or cultural barriers.

Of course, there are times when opinions clash, in which case we try to talk it out while keeping our common objectives in sight. While I recognize that each department at IDC A/P will develop tactics appropriate for its target market based on specific market conditions (competitors, market opportunities and critical processes), we need to ensure that they are consistent with the themes and priorities of our corporate strategies.

Q Do IDC A/P employees in different countries have opportunities to work together collaboratively?

A Creating opportunities to collaborate across 13 countries is challenging, and we have seen immense value in building bridges in programs, such as our highly successful annual Asia Pacific/Japan (APJ) Regional Fellowships. Replicating the objectives of IDC's Global Fellowship Program, the APJ program provides five to eight employees in the region the opportunities to work with local teams while absorbing and enjoying new cultural experiences. Building on the success of this program, we are pi-

continued on page 7

Coming up

Vietnam Computerworld Expo & Vietnam ICT Outlook
July 12-15
Ho Chi Minh City
Vietnam
http://www.idg.com.vn

Computerworld IT Management Summit: Business Intelligence
July 19
Hyatt Regency Santa Clara
Santa Clara, CA
http://www.itmanagementsummit.com

Computerworld IT Management Summit: Business Intelligence
July 26
The Rainbow Room
Rockefeller Center
New York
http://www.itmanagementsummit.com

Computerworld IT Executive Summit: Business Agility Through IT
Aug. 8
Marriott Bethesda North Conference Center
Bethesda, MD
http://www.itexecutivesummit.com

LinuxWorld Conference & Expo
August 14–17
The Moscone Center
San Francisco
http://www.linuxworldexpo.com

Computerworld IT Executive Summit: Business Agility Through IT
Aug. 15
Metropolitan Club, Sears Tower
Chicago
http://www.itexecutivesummit.com

The Eighth Annual CIO 100 Symposium & Awards "Delivering Innovations to the Enterprises"
A CXO Media Event
Aug. 20-22
Hotel del Coronado
Coronado, CA
http://www.cio.com

Vietnam ICT in Finance
Aug. 29-31
Melia Hotel
Hanoi
Vietnam
http://www.ictfinance.com.vn

IDG News Service will offer limited video content on its site

One of Taipei's major IT trade shows, Computex, served as a proverbial guinea pig last month as the IDG News Service introduced video news content. In addition to providing comprehensive coverage with 40 original stories, the onsite News Service team produced a dozen short videos at the show.

Tokyo Correspondent **Martyn Williams** served as videographer/editor and Beijing Correspondent **Sumner Lemon** and Deputy News Editor/Paris **James Niccolai** demonstrated a flair for on-camera talent. The trio filmed a variety of news clips, including interviews with company representatives showcasing new products, an interview with an executive from Intel's sales and marketing group, and coverage of a Greenpeace demonstration regarding the environmental impact of electronic waste. The videos were each about a minute long, with the end-of-show wrap up about 2.5 minutes.

The videos were posted on the News Service's site (http://www.idgns.com), and much of it was picked up by Digital World Tokyo and IDG Netherlands.

*IDG News Service Beijing Correspondent **Sumner Lemon**'s interview with a Greenpeace demonstrator was included in one of the videos from the Computex show in Taipei.*

IDGNS Editor-in-chief **Elizabeth Heichler** emphasized that the group is just experimenting in video technology for now and that they don't have the resources to commit to regular video delivery. Nonetheless, the News Service is talking with a small group of interested IDG editors to share experiences with video online and discuss formats, options for video streaming and other topics. The News Service has digicams at its bureaus in San Francisco and Boston in addition to Tokyo and will be looking for telegenic news events in these cities, as well.

The idgns.com Web site now has a link to video content on the home page. Visitors can find not only staff-produced items but also links to vendor-provided "B-roll" footage.

Write to elizabeth_heichler@idg.com.

IDC Bulgaria

continued from page 1

are able to deliver an event that helps enterprises locate systems for improving efficiencies and free resources for development."

A major draw to the event was the caliber of the presentations, Vatcheva said. In addition to keynote addresses by IDC Vice President and Regional Director for Central Europe **Tom Schwieters**, two influential speakers from the Bulgarian government and a member of the board of directors of SNIA Europe contributed their expertise.

In addition, leading Bulgarian IT and storage vendors delivered practical presentations for implementing storage solutions, including Cisco, McData, APC, IBM, and Targus. Case studies highlighted how the No. 1 Bulgarian mobile phone operator installed a disaster-tolerant storage solution and how the national bank is tackling data retention and management with a fully realized solution.

IDC Bulgaria's next event is on Business Intelligence and takes place Sept. 19. "Like storage, BI is predicated on data," Vatcheva said. "Only this time we will focus on how forward-looking organizations can use data strategically to do everything from improve internal processes to better promote goods and services. We're looking forward to it a great deal."

IDC CEMA concludes its 10-country storage road show July 11 in Tel Aviv and Oct. 10 in Moscow.

Write to Neli Vatcheva at nvatcheva@idc.com.

IDC Bulgaria expands activities

Established in 1994, IDC Bulgaria operated with a small number of freelance consultants until last year. IDG Bulgaria veteran **Neli Vatcheva**, who launched PC World magazine in Bulgaria and served seven years as editor-in-chief, signed on as country manager on Dec. 1 and "reinvigorated the company with new research staff and a forward-looking plan," said IDC VP/Regional Director for Central Europe **Tom Schwieters**.

In the last six months, IDC Bulgaria has consistently expanded the portfolio of products offered, Schwieters added. In addition to the storage road show, the team in Sofia recently held a custom event for the local Sybase partner and conducted a special custom project for Cisco Bulgaria.

IDG

Current Jobs, Week of July 10, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Connell Communications						
	Edit	Editor-in-Chief, Custom Publisher	Boston MA	Judy Campbell	jcampbell@ccicrosby.com	617-254-9481
CXO Media						
	Cust Pub	Program Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Copy Editor	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Gen	Program Manager, CIO Executive Council	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Audience Development Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Executive Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Sr. Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Online Regional Sales Manager	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Sr. Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Lib	Temporary Part-time Manager, Library Services	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Edit	Assistant Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Associate Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Copy Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	U.S. Correspondent	New York, NY	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	Research	Marketing Research Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Publishing Services						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Serv	Member Services Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Event Sales Representative	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Regional Account Manager	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Events	Conference Director	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Strategic Relationship Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Conf	Operations Specialist	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Client Services Representative, Industry Major Accounts	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Financial	Junior Staff Accountant	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Prod	VP, Interactive Products	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Marketing	Marketing Intern, New Business Initiatives	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Publish S&T	Associate Editor	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Director, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Learning Services	Framingham MA	Leslie Bachand	lbachand@idc.com	508-935-4624
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Consumer Markets	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Personal Technology Primary Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Channels	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Global Financial ccounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	VP, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Tech	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						
	Research	Research Intern, Financial Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

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July 10, 2006

Audience Development Specialist (CXO)

The Audience Development Specialist will be responsible for increasing the size and the retention of Computerworld's and CXO Media's online user audiences through email marketing, Web site promotion, advertising, SEM/SEO and analyzing campaign effectiveness. The Audience Development Specialist will work closely with design, production and business development as well as be an integral part of the audience development team. Responsibilities will include: Providing analytical support and reporting maintenance for marketing programs and general site traffic, assisting, creating and reporting on paid search campaigns, researching new keyword opportunities, recommending optimization techniques, coordinating email campaign details. Ideal candidate will have: 2-3 years experience in the online arena, experience with online analytical tools (Omniture a plus), good statistical skills, experience with paid search marketing, search engine optimization and online media, demonstrated ability to be highly organized with the ability to multi-task. HTML knowledge a plus.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Executive Web Producer (CXO)

The Executive Web Producer will play a lead role in growing Computerworld's and CXO's audiences exponentially by setting the strategy for creating compelling user experiences through effective user interface design and smart content packaging. Managing a top notch team of designers and producers, this individual will have a deep understanding of consumer behavior, strong analytical skills and ability to translate user behavior patterns into site enhancements and a passion for developing the one-to-one relationship we seek with each of our readers. This role is responsible for page optimization, new product development, and the day to day publishing of all content, site assets and web media. The ideal candidate will have strong leadership skills to create an energetic work environment and a proven record of creating results-driven web sites that follow best practices for usability. Superior organization and project management skills are a must, with strong attention to detail and the ability to manage multiple projects and meet tight deadlines in a fast paced environment. Excellent web design and layout skills and a strong understanding of web technologies, user interface design, information architecture with 3+ years using HTML, CSS, JavaScript, and graphic design software (Photoshop, ImageReady, Fireworks, Flash, Illustrator) are required with preference given to those with experience in TeamSite. Excellent analytical skills using tools such as Omniture or Hitbox and experience with Search Engine Optimization is essential for this role as well. This position requires a minimum of 3-5 years of producing and managing content for the web and a Bachelor's degree in a related field. An online portfolio is required; when responding to cxojobs@cxo.com, please include links to your most recent projects and specify which parts you were involved in. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Regional Sales Manager (CXO)

CXO Media Inc. is seeking a dynamic, entrepreneurial sales professional to join our team as Online Regional Sales Manager. This position will be responsible for selling CIO.com and CSOonline.com, calling on advertising agencies and marketers to create new business opportunities while maintaining and expanding current client relationships. CXO is a fast paced sales environment that has experienced over 50% online growth in the past year. The ideal candidate will have 4+ years of media sales experience, preferably in the online market, with strong presentation and closing skills. ***Location: San Francisco, CA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sr. Web Producer (CXO)

CXO Online and Computerworld.com are ready to make a big impact. The sites have a lot of great content – research, news, tutorials, opinion, blogs, forums, videos and more – the Senior Producer will work with editors, designers and the sales teams to ensure all of that content is presented in the most intuitive, innovative and compelling ways, so that visitors spend more time on the site and return often. The ideal candidate will have a thorough knowledge of how visitors interact with Web sites, will have a strong visual design sense and communication skills, and will have experience with content management systems and search engines. Ability to work in a fast-paced, team-oriented environment a must, along with a minimum of five years of experience in designing and maintaining Web sites. A bachelor's degree or equivalent is required, preferably in design, production or journalism. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Sales Associate (CXO)

The CIO Executive Council has an exciting opening for a Sales Associate. This position will support the Sales Development managers and work to maximize the overall productivity of the sales staff. Responsibilities include: lead and prospect development, management and distribution of incoming leads to the council, coordinating and assisting with CIO sales calls, recording orders, supporting renewal efforts through scheduling of mid year member check in calls, tracking outstanding council receivables, and serving as the team lead and administrator for Salesforce.com. Job requirements include: BA/BS Degree or equivalent, superior telephone skills, strong oral and written communication skills, ability to assimilate large amounts of diverse information quickly, strong comfort level in conversing with C-level executives. Prior experience in a sales environment and proficiency in Microsoft Office applications (Word, Excel, PPT) are required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-8754-4489, Email: cxojobs@cxo.com

Sales Manager, Global Financial Accounts (IDC)

IDC's Global Financial Sales team is seeking a success oriented Sales Manager to focus on selling IDC's research products to some of IDC's largest Global Financial Accounts. This Sales Manager will be responsible for generating and managing revenues (renewals and new business development), and building strategic relationship in the Global Financial Accounts. As a member of a collaborative team, this individual will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC (researchers, consultants, other sales professionals). Additionally, this sales professional will be expected to establish and maintain collaborative relationships with IDC global colleagues and clients. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client request for information and/or problems, and continue to enhance the client value proposition. This position will report to the Vice President, Global Financial Sales. Requirements for this position include 7-10 years of quota-carrying outside sales experience, along with experience in market research and/or the financial services industry. This person must be flexible and able to work in a complex environment. The ideal candidate will be entrepreneurial, motivated, assertive, decisive and collaborative. Prior market research industry sales experience is helpful, but not required. Bachelor's degree (or equivalent experience) is required, MBA preferred. This position will be based out of Framingham, MA and will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager, Worldwide Services and Emerging Services Opportunities (IDC)

IDC's Global Services Markets and Trends research team is seeking a Program Manager or Director level researcher for its Worldwide Services and Emerging Services Opportunities Programs. This position is involved at a very high level with senior executives in key client accounts and aggregates research worldwide to present a global view of the state of the services industry. This individual would co-manage the Worldwide Services Program and be the manager and lead analyst for the Emerging Services Opportunities report series. This position will typically be the first point of research contact for major clients, Wall Street clients, and end user clients. The Worldwide Services program is tasked with tracking key demand side and supply side trends in the services market as well as the major services firms at a high level and rolling up the views of the regional and service line analysts into a comprehensive industry profile. Primary responsibilities include coordinating and writing up the documents that roll up the services industry; developing competitive analysis reports on the top 20 global services firms; tracking the movements and strategies of the top 20 global services firms and the markets they play in; developing strong relationships with clients and nurturing these relationships by being highly responsive to clients' requests for information; building thought leading views on the shifts and trends in the Services industry and recommending strategies for clients based on these trends. As manager and lead analyst for the Emerging Services Opportunities program, this individual would track emerging areas such as Linux and Open Sources and the opportunities presented to service firms, develop viewpoints and research on the increasing role of "assets" and technology in the service process, and examine the impact of other technologies and trends on services delivery, service market expansion, and services profitability. The Program Manager/Director will interact with service firms, the financial community, and end users as well as regional analysts, and other analysts across IDC. The successful candidate will attend vendor briefings both her in Framingham and at annual Analyst conferences. He/she will also seek out opportunities to share research and thought leadership through breakfast briefings, telebriefings, and other venues. The job requires excellent research and writing skills, solid speaking skills and strong interpersonal skills to enable both collaboration and customer service, as well as the ability to engage with clients at high levels. The successful candidate will be collaborative across IDC, have a very curious mind about technology and technology services and possess the ability to see the big picture. Experience in the IT industry is helpful. Candidates should possess a bachelor's degree with a strong academic record and preferably more than nine years of experience in a relevant industry. An MBA, though not required, would be a plus. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

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Associate Editor (IDGE)

IDG Entertainment is looking for a Features Editor to join its Editorial team. Candidates should have a thorough knowledge of videogaming and the entertainment industry; the ability to conceive original, exciting, and unique game-related story ideas (for online primarily, but also print) while working with a team structure and with freelancers to execute ideas. 2 years of writing and editing experience along with strong oral communication and organizational skills are a must. This position will play a key role in establishing the editorial voice and tone across the media outlets. Along with your resume, please submit a 75-100 word review of the game you are currently playing with 3 well-developed feature story ideas. Please indicate Associate Editor in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Copy Editor (IDGE)

IDG Entertainment is looking for a copy editor to read all editorial (print, marketing, and circulation) for grammar, spelling, factual accuracy, and coherency. Primary responsibilities include compiling particular sections for print publications; editing some features for online publication; tracking editorial deadlines with members of the editorial staff; creating a weekly editorial events calendar of demos and company visits among the editorial staff; and checking advertiser indexes and other information for accuracy while maintaining various dockets in the editorial system via FileMaker. This position requires knowledge of Word, Excel, and The Chicago Manual of Style a must; familiarity with FileMaker, InDesign, and Photoshop a plus. Please indicate Copy Editor in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: editjobs@gamepro.com, Email: editjobs@gamepro.com

U.S. Correspondent (NEW)

IDG's daily, international news service seeks an experience, high-energy journalist to cover the U.S. technology industry from either our New York or San Francisco news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum – from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus.
Location: New York, NY or San Francisco, CA
Contact: E. Heichler, Fax: 617-423-0712, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Senior Editor (PCW)

PC World is looking for a senior editor to join its award-winning Reviews team. Candidates must have expert knowledge of PCs and related personal technology products and services, and be able to work rapidly and accurately under tight, Web-driven headlines. Candidates should also have 4 or more years of Web or magazine editing experience; and 1 to 2 years experience managing other editors. We are looking for a candidate with strong story planning and development skills, and the ability to coach more junior editors in technical and writing skills. A working knowledge of Access and Excel is a plus. Please include a cover letter and salary requirements, and reference 'PCW Sr. Editor' in the subject line when applying. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Marketing to marketers

Drawing senior-level marketing executives to an exclusive event on marketing like the recent IDG Marketing Summit called for a "very focused and personal" touch, said **Kristin Hambelton**, director, IDC Corporate Marketing. "Additionally, we had to develop very polished marketing pieces that would stand out and catch the eye of an executive."

Marketing for the Summit started with a save-the-date invitation sent via regular U.S. mail, followed by a formal invitation, sent by priority mail. "Our lists were very targeted and were generated collaboratively by multiple IDG business units and IDC," Hambelton said. The IDG business unit leaders and sales executives who provided client names and participated in encouraging attendance came from CXO Media, Computerworld, Network World, Macworld, InfoWorld, PC World, IDG Entertainment, IDG Corporate Sales and IDG World Expo.

Account executives from both IDC and IDG personally reached out to potential attendees in the weeks following the mailing of the invitation. "This touch definitely helped in audience recruitment," Hambelton said.

Two weeks before the Summit there was telemarketing follow-up to secure any final attendees, which numbered almost 60 on the day of the event, nearly 10% of those who were sent invitation. "This is very good for a program seeking senior-level participants, some of whom had to travel a distance," said **Howie Sholkin**, IDG Corporate Communications director.

Marketing Summit

continued from page 1

Hosted by IDG Chairman **Pat McGovern**, the half-day event was an opportunity to hear from IDC experts on new research and insights on marketing, sales, and the customer experience and for IDG clients and prospects to network and share their experiences with each other. As an added benefit, attendees received two complimentary passes for their company to the IDC IT Forum & Expo, which opened the next day in Boston (see IDG World Update, June 26).

McGovern opened the day with a presentation on the evolution of IT and the associated challenges for IT marketers. Speakers from IDC's Executive Advisory Group followed, sharing their latest research and opinions on marketing, sales, and the customer buying experience based on survey data from the group's 3,500 members. Frank Cutitta, a global branding expert and former IDG executive, also spoke on the challenges of branding across borders and the latest trends in international marketing.

There were two panel discussions. In the first, led by **Bob Johnson**, VP, IDC Customer Research Experience (see sidebar below), and **John Gallant**, Network World president and editorial director, a panel of IT executives talked about what they value in a vendor, how they evaluate technology and what helps them make buying decisions. The second, focused on marketing leadership and moderated by IDC VP, CMO Advisory Research, **Rich Vancil**, included six marketing executives from Hewlett-Packard, Computer Associates, EMC, Xerox, Symantec, and Qualcomm.

"The Marketing Summit was a tremendous success based on attendance numbers, seniority of participants and initial feedback. We expect to hold another summit next year," Hambelton said.

The summit concluded with a cocktail reception, dinner, and entertainment by Boston stand-up comedian Jimmy Tingle.

For more information contact Kristin Hambelton at khambelton@idc.com.

IDC's Customer Research Experience helps vendors refine service

IDC's Customer Research Experience is a series of reports that looks at the customer experience among IT vendors and the challenges and opportunities vendors face in better serving their customers. Market segments covered include services, hardware, software and software as a service.

Among the questions asked of vendors and customers are "How is the customer experience effort being managed by vendors?" and "How do customers make purchase decisions, and what do they value most at various stages of the buying cycle?" The top three things that vendors believe would better align their marketing efforts with their customers' needs were: 1) more customer feedback 2) understanding the information needs of their customers better and 3) more sales force feedback.

The Customer Experience series uses joint research with Computerworld and an industry customer-experience panel made up of more than 3,500 IT managers, CXO-level executives and business decision makers representing major industry segments and businesses of all sizes across North America.

Five employees win prizes for participating in survey

Congratulations to the following employees whose names were selected in a random drawing for $50 American Express gift cheques that were awarded in appreciation for answering last month's internal communication survey:

Jane Jordan, bookkeeper, IDG
Libby Levinson, executive assistant to the president and office manager, IDG World Expo
Al Sacco, Web news writer, CXO Media
Vinicius Tadeu, IT support, IDC Brazil
Stephanie Taylor, circulation manager, IDG Entertainment

Thanks to everyone who took the time to respond to the survey. The feedback you provided will assist us as we continue to refine IDG World Update and IDG Central to meet the information needs of IDG's global work force.

Enter the IDG Employee Photo Calendar Contest

'07 edition coming soon!
2006
Employee Calendar
IDG

Power up those cameras and take a chance at winning prize money and worldwide fame in the 23rd Annual IDG Employee Photo Calendar Contest. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera.

Each entry should be labeled with your name, business unit, telephone, fax and e-mail address. Entries must be received by **Sept. 15**. Send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Full contest rules are available on IDG Central at http://www.idgcentral.com.

noteworthy people

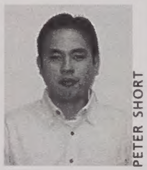
Promotions

IDC Australia Market Analyst **Aprajita Sharma** has been promoted to research manager. "This reward is long overdue," said **Tim Sheedy**, IDC Australia research director. "Aprajita has consistently improved the quality of the CIS research documents, moving them from simple accounts of the current state of the market, to dynamic and actionable recommendations on how outsourcing providers can improve their business prospects locally. She is an analyst who is consistently looking for opportunities for IDC to deepen its relationship with clients and increase the value she provides to clients." *asharma@idc.com*

PC World Associate Editor **Liane Cassavoy** has been promoted to senior associate editor. "This incredibly valuable member of the Reviews team serves as the heartbeat of morning online news for PC World.com, and she is a full participant in all we do in Online News — planning for special coverage of conferences, managing freelancers and staff contributors, editing and posting wire copy," said **Anne McDonald**, PCWorld.com online news editor. "Liane also manages important PCW beats, edits online columns, whips out well-thought-out product reviews and takes her turn at editing the front of the magazine's Reviews and Rankings section. She is a delight to work with — a serious news and technology hound who knows her stuff and never misses a deadline." *liane_cassavoy@pcworld.com*

New employees

Previously a relationship manager with iMapData responsible for maintaining and growing revenue for large government agencies, **Kandy Nardini** joins IDC's Government Insights group as an account executive. She has more than 25 years of experience with customer relationship management, primarily with the U.S. federal government. A certified aqua aerobics instructor, she also enjoys home decorating, gardening and "attempting to keep up with my 17-year-old daughter." *knardini@government-insights.com*


Moe

PETER SHORT

Jony Moe is a senior research analyst with the Vertical Markets group at IDC Framingham. He was previously and account and project manager with Albany International. He earned a B.S. in textile engineering from North Carolina State University and an M.B.A. in marketing from Boston University. A sports enthusiast, he is "a die-hard North Carolina State fan" as well as a Boston Red Sox fan. *jmoe@idc.com*

Dos Santos

PC World has hired **Joana Dos Santos** as a sales administrator in its New Jersey office. She was previously an administrative associate with Merck & Co. She is in the process of obtaining a business degree at Union County College in Cranford, N.J. Away from the office she enjoys shopping, the beach, New York City lounges and dinners with friends. *joana_dossantos@pcworld.com*

Taufiq (Fiki) Setiyonoto joins IDC Asia/Pacific's Jakarta office as associate analyst. He will be responsible for tracking and analyzing the mobile phone and security software market in Indonesia. A recent graduate of Jakarta's Bina Nusantara University, he holds a degree in computer science. Prior to joining IDC, Fiki worked as a Web and system developer at Griya Indira Cottage and as a systems analyst in Bintaro International Hospital. A jazz aficionado, he has his own band that plays acid jazz that has performed around Jakarta. *tsetiyonoto@idc.com*

Buchanan

Computerworld's Layout Designer **Stacy Buchanan**, a long-term temporary employee in charge of the IT Careers layout, joins the team full-time as an online account specialist. She holds an associate's degree in graphic design/digital and print media, as well as certificates in design/print and Web graphics, from Truckee Meadows Community College in Reno, Nev. She also holds a certificate in special effects makeup/Film from the University of North Carolina/Wilmington and plans to return to school for a B.A. in graphic design at Boston's Northeastern University. Her interests include spending time with her family ("My son just turned two, and I'm still smiling"), checking out the Boston music scene and going to concerts. *stacy_buchanan@computerworld.com*

Michelle Torrey is IDG Entertainment's new Northwest sales manager, coming from Future where she was a regional sales manager for the same territory. A graduate of Northern Arizona University in Flagstaff, she holds a B.S. in sociology. In her free time she likes to snowboard, garden and hang out with her family, including her two girls, ages one and two. *mtorrey@idg-entertainment.com*

Evans

Angelique Evans is the new receptionist for IDG's offices at 501 Second St. in San Francisco, a position she most recently held at the Yerba Buena Center for the Arts. Outside of the office, she enjoys calligraphy, rubber stamping (and has a collection of more 400 rubber stamps) and letter pressing. *angelique_evans@pcworld.com*

Et cetera

Loh

IDC New Zealand Senior Analyst **Christopher Loh** has been granted a Fulbright Scholarship and will study telecommunications research at the Columbia Institute for Tele-Information at New York's Columbia University. During his 10-month scholarship, which begins in November, he will be concentrating on the rise of advanced mobile services with a U.S. and global focus. While on his sabbatical he will remain with IDC New Zealand and continue contributing to reports. "This is a fantastic opportunity for Chris and is well deserved," said **Graeme Muller**, IDC New Zealand country manager. "In his 18 months with IDC NZ Chris has grown his profile to be recognized as the country's foremost telecommunications analyst, and this has helped to position IDC as the local leader in this space as well. I am pleased that Chris is keen to keep contributing to the local market commentary while in New York and plans to bring his extensive telecom knowledge back to bear on the New Zealand market on his return." *cloh@idc.com*

All business units are welcome to send information to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Therese Bergstrom *IDC*

23
Barbara Adamson *PC World*

22
Susan Searle *IDG Australia*

21
Keith Arnot *IDG U.K.*

20
Karin Quack *IDG Germany*
Ken Hoyt *IDC*
Ralph Finos *IDC*

18
Lyn See *IDG Australia*
Caroline Craig *InfoWorld*
Harald Brechtl *IDG Germany*
Kim Schuberthan *IDC*

17
Jeff Berlin *PC World*
Jan-Bernd Meyer *IDG Germany*
Hans Simon *IDG Germany*

16
Julio Vial *IDC U.K.*
Petra Hermann *IDG Germany*
Scott McLarnon *IDC*

15
Carel Schrama *IDG Netherlands*
Enrico Lotti *Nuova Periodici*
Ornella Fusina *Nuova Periodici*

14
David Francis *IT World Canada*
Debra Becker *Network World*
Randy Perry *IDC*

13
Maud Sarde *IDG Denmark*

12
Thomas Winter *IDG U.K.*
Marlene Lipp *IDG Germany*
Loren Loverde *IDC*
Douglas Chandler *IDC*

11
Irena Gorian *IT World Canada*
Karl Martin *IDG New Zealand*
Sylwia Szczypiorska *IDG Poland*
Karen Blythe *IDG Global Solutions U.K.*
Randal Giusto *IDC*
Joan Young *IDC*

10
Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*
William Ganci *IDC*

9
Torben Simonsen *IDG Denmark*
Rosemary Haworth *PC Advisor*
Jill Lim *IDC Singapore*
Steve Symonds *IDC Canada*
Rebecca Bogart *Network World*
Verena Schieder *IDG Germany*
Janet Waxman *IDC*

8
Claudio Checchia *IDC Singapore*
Scholle McFarland *Mac Publishing*
Keita Kuramoto *IDG Japan*
Phil Odgers *IDC U.K.*
Katarzyna Baca *IDG Poland*
Sabine Wittmann *IDG Germany*
Andreas Kroschel *IDG Germany*
Katrina Menzigian *IDC*
Courtney Munroe *IDC*

7
James Birch *Macworld U.K.*
Ted Samson *InfoWorld*
Anna Plutecka *IDG Poland*
Renata Ramos *IDG Brazil*
Sandra Machnik *IDG Germany*
Reinhard Baum *IDG Germany*
Frank Klinkenberg *IDG Germany*
Abner Germanow *IDC*
Elena Re Garbagnati *Nuova Periodici*

6
Jacob Hoffman-Petersen *IDG Denmark*
Manny Lopez *IDC China*
Alan Tong *IDC Malaysia*
Jason Armitage *IDC U.K.*
Jill Finger-Gibson *IDC U.K.*
Jolanta Suchlabowicz *IDG Poland*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Katharina Friedmann *IDG Germany*
Isa Stamp *IDG Germany*
James Klepper *IDC*
Mary Ann Daneke *IDC*
Erin Traudt *IDC*
Dorothy Merullo *IDC*

5
Vince Decastro *IT World Canada*
Liane Cassavoy *PC World*
Marjo de Jong *IDG Netherlands*
Manfred Bremmer *IDG Germany*
Rolf Roewekamp *IDG Germany*
Manfred Bosl *IDG Germany*
Scarlett Fritzova *IDG Germany*
Stefanie Kusseler *IDG Germany*
Pia Kuesters *IDG Germany*
Tobias Weidemann *IDG Germany*
Meghan Mizoras *IDC*
Reagen Brown *IDC*

4
Stephen Vass *IDC Singapore*
Eddie Chan *IDC Canada*
Brian Gaidry *Network World*
Aico Turba *IDG Netherlands*
Bert Sluyter *IDG Netherlands*
Konstantin Christinakis *IDG Germany*
Andre Horn *IDG Germany*
Tom Dassel *IDG Germany*
Mesher Ma *IDG China*

3
Vivian Zhao *IDC China*
Enid Du *IDC China*
Hal Mentlik *InfoWorld*
Xavier Bouchet *IDG France*
Julie LeJay *IDG France*
Catharina Bujnoch *IDG Switzerland*
Moises Fuentes *IDC Mexico*
Sonia Penteado *IDG Brazil*
Ole Evers *IDG Germany*
William Patton *IDC*

2
Julekha Khan *IDC Australia*
Aprajita Sharma *IDC Australia*
Elaine Lee *IDC Malaysia*
Cyrus Daruwala *IDC Singapore*
Christina Pankievich *Network World*
Madga Borowik *IDC Poland*
Reinaldo Roveri *IDC Brazil*
Bettina Kuenast *IDG Germany*
Julia Wursthorn *IDG Germany*
Uta Kruse *IDG Germany*
Kara Todeschini *IDG*
Erika Cox *IDC*
Eric Kondo *IDC*
Ramon Llamas *IDC*
Michael Clark *IDC*
Sandra Tubbs *IDC*

1
Jacob Villum *IDG Denmark*
James Nolan *PC Advisor*
Reco Li *IDC China*
Cho-Eun Chang *IDC Korea*
Hazmi Yusof *IDC Malaysia*
Ryan Solomon *IDC Singapore*
Victor Lim *IDC Singapore*
Jan Dvorak *IDG Czech*
Prashanth Menon *Network World*
Robert Sprague *Network World*
Roxanne Warrick *PC World*
Tami Gargus *Mac Publishing*
Jose Rodas *IDG Central Services*
Dániel Bogschütz *IDG Hungary*
Henriett Márki *IDG Hungary*
Gábor Papp *IDG Hungary*
Martine Res *IDG Netherlands*
Sander Koper *IDG Netherlands*
Kristina Johansson *IDG Sweden*
Yasir Ali *IDC U.K.*
Fabiana Massis *IDG Brazil*
Michelli Miyai *IDG Brazil*
Eve Griliches *IDC*
Robert Johnson *IDC*
Christopher Hazelton *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continue from page 3

loting new bridge-building initiatives, such as the Best Practices Knowledge Sharing Sessions developed by A/P Education. This program pulls together domain experts from across the region to create seminar programs (e.g. "Interview Skills for Researchers") that share ideas and skills with teams that have strong relevance and value to their daily work This program has been well received, and bringing together key managers to share ideas has established stronger mid-management links.

More on IDG Central: Eva Au reflects on how to motivate employees and compares the culture of Lexis/Nexis, her previous employer, with IDC. WU

quick poll for fun

Executive Q&A

IDG World Update asked employees: "If you had the opportunity to ask any major IT industry person one question, who would it be and what would you ask?"

Doorn

For Eric Schmidt, CEO, Google:
Why aren't you specific and clear on what you do with customer data? (Google is very mysterious about the information they gather. I would love to know why.)

To the CEO of Blizzard, maker of the popular MMORPG World of Warcraft:
There are more then 6 million active players worldwide. With the 12 euros (US$15) monthly subscription fee, revenue is 72 million euros ($91 million) each month. How much of this amount is needed for maintainence and development, and how much goes to Blizzard and its shareholders?

— ***Jeroen Doorn**, editor, IDG Netherlands*

For Larry Ellison, chairman & CEO, Oracle:
When will you take over Salesforce.com? (Given Oracle's past strategy it seems an obvious move, especially with a few ex-Oracle fellows heading the ship at Salesforce. Or maybe Larry's too focused on his boat again this year, playing a key part as the "extra man" at the back of the boat.)

— ***Chee Chan**, editor, Questext (Singapore)*

Ducharme

For John T. Draper, aka Capn Crunch:
Is anarchy the downside of a truly free Internet?" (Ed. note: Draper is a noted "phone phreaker," hacker prototype and programmer who, among other accomplishments, created the first word processing program, EasyWriter, for the Apple II computer. More details can be found at http://www.webcrunchers.com/crunch.)

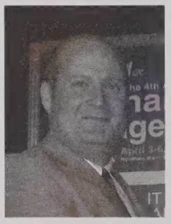
— ***Jim Ducharme**, editor, PC World Canada*

For Steve Jobs, CEO, Apple Computer:
Does the shift towards Intel and Windows platforms in new Apple systems, while no doubt partially due to processor-limitations in the previous architecture, also stem from the need to gain market share in the increasingly competitive and expanding Wintel environment?"

Tan

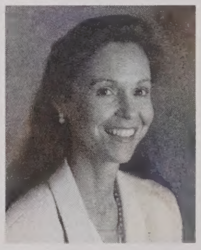
The second part to this question is:
If this is the case, will this conversely stand to alienate the traditional Apple user, who typically tends to be a little alternative from mainstream PC users, as Apple shifts toward a typical "Intel processor, Windows operating system" layout, and a more conservative and typical black-colored chassis option for its new MacBook? Differentiation has been a key selling point for many Apple followers, and this seems to be eroding.

— ***Reuben Tan**, senior analyst, IDC Singapore*


Hoffman

For the former CIO for Enron:
Was the IT organization involved in manipulating the company's numbers before its spectacular collapse? (I'm sure he or she would deny any involvement.)

— ***Tom Hoffman**, national correspondent, Computerworld*

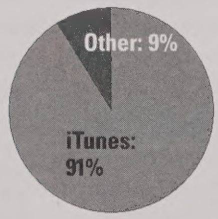

Boyd

For Bill Gates, chairman, Microsoft:
What do you believe will be the biggest IT change for consumers and for business users in the next five or 10 years?

— ***Angele Boyd**, group VP, Imaging/Output & SMB Practices, IDC*

Question of the Week results for June 26

Which online music store do you use most often?



Log on to www.idgcentral.com to vote on this week's question: What effect will Bill Gates' decision to leave Microsoft have on the company?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Michael Shirer *IDC*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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Computerworld holds online sales boot camps

Inaugural sessions aim to build online knowledge of all CW sales teams

Boot camp topics

Computerworld's online sales boot camps aimed to ensure that sales professionals focused on print and events achieve the necessary fluency about online issues to talk with customers without an online specialist present. Among the day's topics:

- The latest industry online terms and trends.
- The technical underpinnings of Computerworld's recently redesigned Web site.
- How the site has changed, and why that matters to site visitors and CW's advertising customers.
- New marketing materials to promote the site.
- What opportunities are hot for marketers.
- CW's Account Service team and how it delivers on the lead-generating programs CW sells.

There were no push-ups or pull-ups at Computerworld's inaugural online sales 'boot camps' last month, but everyone came away pumped up to better serve clients.

With online revenues and site traffic increasing, "we wanted to gather our sales team together and take the opportunity to review online sales today," said **Laurie Marinone**, Computerworld sales integration director. The attendees came from CW's field and event sales teams.

Computerworld has three sales teams. There are dedicated online and events sales specialists who work jointly with the field sales team, which is made up of account directors who handle major clients across the country, to sell to and manage accounts.

"The idea was to get everyone up to speed on current online vernacular, so all of the sales folks at Computerworld, regardless of their title, can fluently carry on a conversation about online needs, strategies and ideas without needing an online specialist in the room at every meeting," Marinone said.

Two half-day sessions were held, one in Framingham, Mass., with 18 attendees, and the other in San Francisco with 14. Presenters came from CW's online sales team and included **Martha Connors**, VP/general manager of

BILL RIGBY

*Presenters at Computerworld's recent online sales boot camps included: (l-r, seated) VP/Online Sales and Operations **Gregg Pinsky** and VP/General Manager, Computerworld.com **Martha Connors**. (Back, l-r): Manager of Account Services, Online **Bill Rigby**; Director of Online Sales **Sean Weglage**; and VP, Marketing **Matt Duffy**.*

continued on page 7

EMMI attendees focus on collaboration, online issues

This year's European Media Management Institute (EMMI), held June 19-21 in Warsaw, aimed to give 18 managers from 10 countries a better understanding of IDG's business from a functional and operational perspective. Discussions during the program and at break time often centered around learning how to help companies navigate a world where the online business is a critical component and figuring out how to improve cross-business unit collaboration

"Many of the presentations and discussions during the program recognized that we're not in a transition from print to online — that transition has already happened in many countries, and we need to understand how to transform our business model to meet the needs of the world we're in," said IDG Training & Development Manager **Laurie Butson**, who coordinated the program with IDG Human Resource Director **Jacqueline Dendievel**.

Much of the program featured presentations from IDG colleagues (see sidebar, p. 5) regarding topics such as sales, events, circulation, editorial, the European competitive landscape, finance and product development.

"Collaboration was a major topic of discussion throughout the program this year," Dendievel said. "Participants and presenters alike identified the need to accelerate efforts to explore opportunities to collaborate across business units."

To that end, EMMI participant **Bram Tullemans**, IDG

continued on page 5

Inside this issue

Publication profit margin report for May *page 2*

CIO Germany boosts traffic with vertical sections *page 2*

Director of Marketing Paul Calento discusses InfoWorld's multimedia strategy *page 3*

InfoWorld.com's Virginia Hines shares her team's experience with growing site traffic *page 4*

Quick poll: IDG employees recall their most memorable summer jobs *page 8*

in brief newsworthy

May publication profit margin report

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of May, see this feature on IDG Central (http://www.idgcentral.com).

CW/IW publications
1. Australian Computerworld
2. Computerworld Bulgaria
3. Czech Business World
4. Computer Sweden
5. Computerworld Espana (Spain)

PC World publications
1. PC World Norge (Norway)
2. Mikrodatorn (Sweden)
3. PC World Bulgaria
4. PC World Espana (Spain)
5. PC for Alla (Sweden)

Macworld publications
1. Macworld Espana (Spain)
2. MacWorld Sweden
3. Macworld U.S.
4. Macwelt (Germany)
5. Macworld U.K.

Networking publications
1. China Telecom World
2. China Network World
3. NetWorld (Poland)
4. Comunicaciones World (Spain)
5. Nettverk & Kommunikation (Norway)

Reseller publications
1. Australian Reseller News
2. China Computer Partner World
3. IT-Bransjen (Norway)
4. Dealer World (Spain)
5. New Zealand Reseller News

Games publications
1. GameStar (Germany)
2. GameStar (Hungary)
3. GameStar (Czech Republic)
4. GamePro (Germany)
5. GamePro (U.S.)

CIO publications
1. China CEO & CIO
2. CIO U.S.
3. CIO Japan
4. CIO France
5. CIO Germany

CIO Germany looks to boost site traffic with vertical approach

CIO Germany is launching a series of vertical sections on its Web site (http://www.cio.de) that target readers in specific industries. In April, the company launched Healthcare IT; last month Retail IT went live. By the end of 2006, the company plans to add at least four more sections focusing on the finance, manufacturing, automotive and public sectors.

Each vertical section contains news, best practices, analysis and case studies detailing various strategies and success stories in that sector. In addition, users may purchase recent studies about various topics related to the vertical market. CIO has partnered with a number of research companies for its "study shop," which currently contains approximately 60 studies. Users may also sign up for the Healthcare IT or Retail IT newsletters.

"Our new vertical sections help us to meet the needs of our users," said **Thomas Zeller**, CIO Web managing editor. "They are looking for more specific information. The CIOs of retail companies are more interested in information about RFID solutions in their sector than in information about RFID solutions in general. These vertical sections allow us to address our various target groups directly and that, in turn, helps us to increase our traffic."

Since April, Healthcare IT has had one primary sponsor — HP ProCurve Networking — and various smaller advertisers.

Traffic on both sites has exceeded initial expectations, Zeller said, with Healthcare IT logging almost 5,000 page impressions in June.

Contact Thomas Zeller at thomas.zeller@cio.de.

IDC employees in India brush up on their creative skills

(L-R): ***Piyush Singh,*** *managing director;* ***Prianka Srinivasan,*** *market analyst; and* ***Monali Guha,*** *contracts database analyst, show off some of the group's work, which also includes the painting above right.*

When staff at IDC's Centre for Consultancy and Research (CCR), based in Bangalore, India, decided their office needed some brightening up, they took matters — and paint brushes — into their own hands last month and created eight vividly colored works of art that now adorn the walls.

Working in pairs, employees were given paint, brushes, canvases and a day to whip up their masterpieces. "We joined the other Asia/Pacific IDC offices in implementing a quarterly group-activity day several months ago," explained **Piyush Singh**, managing director of IDC's CCR. "The idea is bring all staff together and engage in activities that are fun and help build bonds and foster a team spirit amongst colleagues."

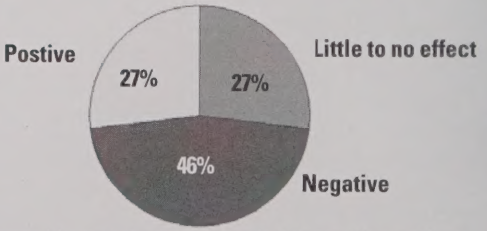
The group's first activity, back in March, was its "CCR Olympics," which, Singh said, will be an annual event from now on (with a rolling trophy). Employees were divided into two teams and spent the day playing a variety of competitive sports including badminton, table tennis, volleyball, squash, cricket and carroms. Victors and vanquished later celebrated with dinner and drinks.

CCR is a wholly owned subsidiary of IDC, whose charter is to support IDC's global and regional international operations in the area of market research and other functional areas. The company was incorporated May 11, 2005 and has 15 employees who are supporting international operations based in IDC U.S., IDC Asia/Pacific and IDC Canada.

More photos are available with this article on http://www.idgcentral.com.

Question of the Week for July 10

What effect will Bill Gates' decision to leave Microsoft have on the company?



Log on to www.idgcentral.com to vote on this week's question: How concerned are you about global warming?

the interview

one on one

Paul Calento

InfoWorld's vice president of marketing is this week's columnist. Reach him at paul_calento@infoworld.com.

Given the increasing sophistication of visitors to its site and advertisers that are looking to build consumer-style programs for their enterprise IT marketing programs, InfoWorld is putting a great deal of energy into building its portfolio of multimedia offerings. Advertisers including EMC, Hitachi, Data Systems, HP, IBM, LogLogic and Microsoft are among those that have partnered with the company on various multimedia products to date. "And we're just getting started," says IW VP of Marketing Paul Calento.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

Q InfoWorld has recently launched several multimedia products. What are these, and how do they fit into the InfoWorld product mix?

A InfoWorld.com has experienced phenomenal online growth in the past year, almost doubling revenues. We've done this by recognizing that growth of our business comes from three key areas: 1) the legacy InfoWorld.com business (banners, newsletters, traditional online advertising), which for a strong brand grows at or above market; 2) best practices, which have helped dramatically grow our lead gen and efficiencies of our ad programs; and 3) most critically, we've added new multimedia products, such as our podcasts, that are creating additional revenue that would not exist otherwise. In the coming year, these new products are slated to include a significant podcasting build-out, packaged video content and several mobile phone products.

Q There are a variety of pure-play companies, like PodTech, that are attempting to build IT media businesses around podcasting. How does InfoWorld's approach compare?

A Pure-plays may get the press, but established businesses can capture the most revenue in the near term. As a strong brand, InfoWorld has a unique ability to build large integrated media programs where podcasting is one element. While the pure-play companies have difficulty selling even small programs, InfoWorld is building and selling podcast programs ranging from $20,000 to $70,000/month.

Q How does InfoWorld justify the price point?

A InfoWorld podcasts bundle a variety of products into an integrated package. This provides greater revenue and scale to the advertiser than pretty much any competitive player in the space. An InfoWorld podcast program includes advertising in 15- and 30-second spots within each podcast and within an e-mail newsletter providing text versions of the podcast, banner advertising within the accompanying Web log, as well as co-marketing throughout the InfoWorld network.

Q How do you choose the projects to execute?

A The best programs align and package existing editorial initiatives. Most InfoWorld podcasts are editorially driven. Also, [Lead Analyst] **Jon Udell**'s screencasting is impacting the ways that InfoWorld presents technical information. If you put your ear to the ground, you will often find a variety of ongoing "passion programs" that can be leveraged for new revenue. This requires close alignment of editorial and online teams, with a sales initiative poised to capitalize, which we've achieved at InfoWorld.

Q What are InfoWorld's plans for growing its podcasting business?

A InfoWorld has a three-phase plan, which will align the initiative with typical pure-play podcasters, but also leverage InfoWorld's abilities to sell programs with scale, both to IDG and the advertiser. Phase one: Expand content and distribution on InfoWorld.com. We currently have seven editorially driven and active podcast programs. Also, we're adding dynamic ad serving and enhanced graphics, along with links to related articles. We also plan to add video in the coming weeks. (Status: ongoing.) Phase two: Expand into custom podcast programs for advertisers. (Status: ongoing.) Phase three: Build a podcast aggregation site to help drive downloads to InfoWorld multimedia content, plus begin to sell promotions packages for vendor-created (i.e non-InfoWorld) podcasts. (Status: launching late 2006.)

Q What can we learn from traditional broadcasters as we expand into multimedia?

A The medium is not a differentiator, the program is. Video for the sake of video, for instance, will yield modest increases in new visitors and commodity-priced advertising programs. In contrast, InfoWorld video initiatives will focus on packaging relevant video together, much like "Access Hollywood" packages information about "young Hollywood."This engages the visitor, as well as helps focus the advertiser on the opportunity. This is also no different than the integrated media packages television companies like NBC are selling as part of their network "upfronts." We will remain true to our enterprise technology focus, but presentation and packaging are an InfoWorld differentiator.

Q InfoWorld is a strong advocate of mobile content. What is InfoWorld doing in this area?

A InfoWorld distributes its podcasts to mobile phones through partnerships with Melodeo and VoiceIndigo. In fact, a user can go to the InfoWorld.com site, click on a button and send themselves an SMS message that links to our podcasts. We're building a similar program around mobile alerts, where users will get an SMS message, with a link to key breaking stories (one or two a week). These messages will link to a WAP-optimized story on the phone, as well as unique advertising opportunities for the sponsor. WU

Lessons learned

Growing traffic at InfoWorld.com

InfoWorld.com VP/General Manager ***Virginia Hines*** *shares some of the strategies her group has used to drive rapid traffic growth. Reach her at virginia_hines @infoworld.com.*

We're still in the process of retooling InfoWorld.com to bring the site up to current standards for an online media business, but recent strong growth in sales meant that in the last few weeks we've had an urgent need to drive immediate, rapid traffic growth. IDG World Update asked me to share some of the solutions that have helped us quickly ramp up page views and ad impressions while we work on longer-horizon projects such as a new content management system and more dynamic, relevance-driven page templates.

IDG WORLD UPDATE

Virginia Hines*, second from left, joined InfoWorld in October 2005 as VP/general manager of InfoWorld.com. With her (l-r) are colleagues :* ***Eric Hill****, senior Web designer;* ***Anna Randag****, lead generation project manager;* ***Allen Fear****, executive producer;* ***Jeannette Gonzalez****, lead generation specialist; and* ***Allan Brown****, senior manager, audience development.*

- Start with content. **Allan Brown**, our senior manager for audience development, and **Mike Barton**, online editor, created a program of regular submissions to Slashdot, Digg and similar services. Recognition from one of these sites can instantly add 10% to 20% or more to the day's traffic total. Typically at InfoWorld.com, the home page is our single most trafficked page, with about 12% of total page views. When an article beats the home page we call it a home run and award the author a $50 American Express gift cheque.

A couple of weeks ago I asked the editors for more help, and they proposed looking back through the archives to resurrect some evergreen favorites. Although it dated from 2000, they submitted "The Ten Commandments of Cell Phone Etiquette" to Digg.com, where the exposure helped it bring in over 35,000 page views for the day. The takeaway: don't underestimate the shelf life of great articles from the past.

> *"Bottom line, since April monthly pageviews have increased 25%. In June we had the most pageviews of any month since October 2004."*

- It seems obvious, but the more pages you have, the more potential pageviews. We built out separate pages for some of our most popular topics, including podcasts, SOA [service-oriented architecture], virtualization and upcoming events. We also added multiple playback options for our growing podcast library to entice more downloads. Each podcast is accompanied by links for MP3, RSS, iTunes, a mobile option and the complete podcast archive.

- Make the most of e-mail campaigns. We got a nice traffic boost in June from a major print circulation requalification e-mail program. We made sure to monetize the audience by placing ad units and links to more content on confirmation pages and the like. We also have a weekly e-mail campaign aimed at driving enrollment in IT Exec-Connect, our professional networking community. People who visit the community give us an average of six to eight page views per visit, one of the highest averages of any of our content areas. As a result, we pointed many of our traffic-driving efforts to IT Exec-Connect to make the most of any click-throughs.

- Ramp up cost-effective search engine marketing (SEM). Needing to build impressions to meet already-existing advertiser demand, we felt free to increase the budget for ROI-positive SEM. We got serious about a comprehensive SEM program and engaged **Rafael Sosa**, PCWorld's SEM consultant, to start managing our efforts; previously the program was handled on a best-efforts basis by [IDG Communications SVP Online] **Colin Crawford**'s management associate, **Joe Jackson**.

- Better site navigation. InfoWorld.com now offers three search options: standard crawler-based search, our unique, tag-driven "Power Search" developed by [Lead Analyst] **Jon Udell**, and, most recently, a one-click "top tags" search where we expose a number of popular, well-monetized keywords; clicking on one performs a Power Search. We also achieved a nice usability gain with our new page header, which features mouse-over DHTML pulldown menus of navigation options. **Eric Hill**'s new design lets us expose a lot more content choices than the static links in the old page header.

Bottom line, since April monthly page views have increased 25%. In June we had the most page views of any month since October 2004. Web traffic is notoriously hard to predict, but we believe we've laid groundwork for sustained higher traffic going forward, and we have more confidence in our ability to generate short-term spikes to meet unexpected sales opportunities.

IDG

Current Jobs, Week of July 24, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Cust Pub	VP, Custom Integrated Media	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Exec Progs	Director of Event Marketing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Exec Progs	Director of Operations, Executive programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Exec Progs	Event Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Gen	Program Manager, CIO Executive Council	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Sr. Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Web Analytics Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Online Regional Sales Manager	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Online Regional Sales Manager	New York, NY, Paramus	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Lib	Temporary Part-time Manager, Library Services	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Edit	Assistant Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Associate Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Copy Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	U.S. Correspondent	New York, NY	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	Research	Marketing Research Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Online	Audience Development Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Account Executive	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Publishing Services						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Serv	Member Services Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Event Sales Representative	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Regional Account Manager	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Sr. Conference Producer	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Strategic Relationship Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDC						
	Conf	Operations Specialist	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Vice President, Vertical Markets Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Client Services Representative, Industry Major Accounts	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	IP&S	VP, Interactive Products	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Publish S&T	Associate Editor	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Director, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Consumer Markets	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Personal Technology Primary Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Channels	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Sr. Research Analyst, BPO Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Account Executive, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Industry Major Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Global Financial Acccounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	VP, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Tech	Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Product Manager, WW Trackers & Forecasters	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

July 24, 2006

Director of Event Marketing (CXO)

CXO Media is looking for a seasoned event marketing professional to develop and produce campaigns to generate audiences at high level events. This individual would be responsible for setting and directing the Executive Program event strategy, using direct and telesales channels to achieve attendance revenue and audience numbers. This candidate needs proven ability to design, implement and manage a multitude of event marketing campaigns, success with managing large scale projects involving multiple vendors and departments, and a dedication to accuracy and meeting all deadlines. This role needs an effective decision maker, with solid organizational skills, excellent attention to detail, professional demeanor and strong negotiating skills. Ideal candidates will have 10+ years experience in print and online marketing, event collateral development, audience generation and program measurement. Experience in IT and C level event marketing, and comfortable working in a fast paced, rapidly changing environment a plus. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Director of Operations, Executive Programs (CXO)

CXO Media Inc., publisher of CIO and CSO magazines is looking for a seasoned event marketing professional to oversee the logistics and event planning for a number of high level events, including executive roundtables, conferences and custom events for both publications. This player/coach position will be responsible for overseeing the overall planning and execution of all our event programs, working both with internal planners, our editorial staff, partners and vendors. This position will have event registration, event planner(s), and client relations team members reporting in. In addition, the Director will be required to work closely with the Vice President of the group on the continuing development of the Executive Program portfolio. Specific responsibilities include venue selection and logistical management, budget development, program oversight, P&L responsibility, and setting the strategic direction for the logistics group. This role requires top notch event marketing and planning skills, solid project and budget management prowess, and exemplary customer service, communication, negotiation and team building competence. Candidates should have significant even experience (10+ years), and proven business and management skills. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Event Coordinator (CXO)

CXO Media seeks an energetic, organized, time management guru to join a team of event professionals delivering high level, high profile events. This position would work cross departmentally with sales, marketing, and editorial groups on logistics, time lines, database management and on site customer service. Functions would include timelines and schedules management, speaker/sponsor/attendee support, food and beverage and audio visual planning for roundtables, conferences and other events. Candidates should have administrative experience, excellent oral and written communication skills, proficient spread sheet and email application competence, and some event planning experience. Solid customer service skills a must, some travel required.

Location: Framingham, MA

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

VP, Custom Integrated Media (CXO)

CXO Media, publisher of CIO & CSO magazines seeks a highly experienced and proven sales leader with strong operational management skills to lead its Custom Integrated Media team. This position is responsible for managing all aspects of the group, primarily focused on sales but also including day-to-day management responsibility of the editorial, production and project management departments. Position will have direct P&L responsibilities. Key products and services sold include newsletters (print and online), custom web sites, white papers, case studies, custom magazines (print and online), eBooks, and custom content projects including integrated custom publishing programs and executive programs and custom events (face-to-face and online). Ideal candidate must possess the following: Extensive Custom Publishing expertise, 8+ years in consultative sales/sales management with a proven track record, experience developing, selling and executing executive-level custom programs, strong management skills and knowledge of the high-tech B-to-B industry, experience forecasting and running a P&L. Requires extensive travel. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Regional Sales Manager (CXO)

CXO Media Inc. is seeking a dynamic, entrepreneurial sales professional to join our team as Online Regional Sales Manager. This position will be responsible for selling CIO.com and CSOonline.com, calling on advertising agencies and marketers to create new business opportunities while maintaining and expanding current client relationships. CXO is a fast paced sales environment that has experienced over 50% online growth in the past year. The ideal candidate will have 4+ years of media sales experience, preferably in the online market, with strong presentation and closing skills. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Web Analytics Specialist (CXO)

The Web Analytics Specialist will be responsible for increasing the size and the retention of Computerworld's and CXO Media's online user audiences through email marketing, Web site promotion, advertising, SEM/SEO and analyzing campaign effectiveness. The Web Analytics Specialist will work closely with design, production and business development as well as be an integral part of the audience development team. Responsibilities will include: Providing analytical support and reporting maintenance for marketing programs and general site traffic, assisting, creating and reporting on paid search campaigns, researching new keyword opportunities, recommending optimization techniques, coordinating email campaign details. Ideal candidate will have: 2-3 years experience in the online arena, experience with online analytical tools (Omniture a plus), good statistical skills, experience with paid search marketing, search engine optimization and online media, demonstrated ability to be highly organized with the ability to multi-task. HTML knowledge a plus. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sr. Research Analyst, BPO Services (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized BPO (business process outsourcing) and Business Services research team. The individual in this role will serve as IDC's lead subject matter expert on the topic of Procurement/Purchasing Services and BPO, providing market research, analysis, thought leadership and advisory services on the Procurement BPO services market, as well as acting as a key contributor to IDC's overall BPO research team. This individual will take the lead in developing and delivering IDC's Procurement BPO Services research practice, a role that will involve the development and delivery of research, and the expansion of IDC's portfolio of Procurement BPO research capabilities. Key responsibilities include: Closely monitoring the developments of business and IT services companies that compete in the dynamic and evolving global Procurement BPO services market; Following the global sourcing environment around Procurement BPO services, specifically the interplay of onshore and offshore companies and service delivery models; Analyzing the experiences of BPO buyers, and developing BPO buyer case studies, specifically in relation to the business impact, and outcomes associated with BPO adoption; Engaging in client-centric business consulting; Acting as a client advisor; Taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services and BPO Services providers and leading technology providers. In addition to the lead role in Procurement BPO services, the individual will also be a key contributor to IDC's BPO Overview research, supporting the development and delivery of research topics such payments process outsourcing, document process outsourcing, and finance & accounting BPO. The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor; Demonstrate initiative and structure in independently exploring new topics; Participate in and bring value to a larger team of business services analysts; Demonstrate strong writing, public speaking and presentation skills; Build relationships with key BPO market players and influencers; Participate in business development/sales activities that lead to client acquisition; Balance multiple roles simultaneously. The ideal candidate should have 3-5 years of professional experience, knowledge of procurement/purchasing business practice, familiarity with business impact analysis, and familiarity with the dynamics generally affecting BPO issues. Past experience in an analyst/advisory role and knowledge of the Asia/Pacific region, particularly the Indian subcontinent are preferred. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Frequent travel within the U.S. and to the Indian subcontinent and the Asia/Pacific region is required.

Location: Framingham, MA

Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Director, Conferences (IDC)
IDC's US Conference Group is seeking a Program Director to join our growing team. The Program Director has responsibility for managing 7-8 conferences per year and will focus on launching and developing new annual programs. This position will report to the Vice President, US Conferences. The primary responsibility of this position is to research topics and conduct content discussions with IT and business leaders to determine the unique value proposition for each event. The Program Director is also responsible for launching and managing the events through the product lifecycle. The ideal candidate works well independently and as part of a changing team of analysts, external advisors, sponsors and salespeople. In working with the IDC sales team, the Program Director will be responsible for developing a compelling sales pitch, identifying potential sponsors, and closing sales. Candidates must have the drive to meet personal and team financial goals, demonstrate grace under pressure, be motivated to provide the highest level of service and value and possess superior verbal and written communication skills. BA required. Candidate should have 7-10 years professional experience, of which 4-6 years must be in a similar or related role within the conferences industry. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Product Manager, WW Trackers & Forecasters (IDC)
IDC is seeking a highly motivated, take-charge Product Manager to manage common processes & tools across IDC's WW Trackers & Forecaster products (the industry's leading research products for quarterly tracking of market share date), with a focus on data quality and customer experience. The product manager will work closely with the product managers for individual products and with regional contact to ensure the highest level of data quality and to decrease time to market. Additionally this person will be the main focus for insuring a consistent high quality customer experience for all interactive Tracker deliverables. This includes driving the continued improvement of our research databases and our customers' interactive website. Required Skills and Experience: The successful candidate will have 6-10 years experience working in a fast-paced high tech environment with at least 3 years in a product management role. Expertise in research methods and process improvement, experience using interactive web-based systems, and the ability to work with a technical and service-oriented team of professionals are required. Demonstrated ability to collaborate with all levels within the organization (including international colleagues), excellent product management skills, and a high degree of willingness to be involved at all levels of a project are keys to success. This position will work in a technical environment and the candidate must have a level of experience and understanding of major web technologies. International experience is a strong plus. B.A. or equivalent required. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Vice President, Vertical Markets Consulting (IDC)
IDC's U.S. Vertical Markets Consulting practice is responsible for developing and delivering strategic analysis and research-based consulting assignments focused on market opportunity assessment, market segmentation and vertical market needs. We are currently seeking an experienced consultant and seasoned professional to lead this strategically important and fast-growing practice. The VP, Vertical Markets Consulting, will be a member of the leadership team for IDC Consulting and IDC Vertical Markets Research group. The responsibilities of this important position include managing staff, managing budgets, writing proposals and developing project budget, workplans, leading and managing projects, and developing practice strategy in concert with senior management. This position has P&L responsibilities and is measured on metrics such as revenue, profit and customer satisfaction. The VP, Vertical Markets Consulting will partner with IDC industry and technology market analysts, sales, and other IDC groups to develop and manage market research and consulting projects. The successful candidate will blend management and leadership skills with a "hands-on" approach to working on proposals, budgets, workplans and applied project work. Clients will include leading IT engagements and contribute to strategy and operations of overall IDC Vertical Markets Consulting business, including development of new practice areas. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated "hands-on" success in creating positive change in industry environments characterized by rapid change, ambiguity and challenge. The individual should have 10+ years of professional experience with a focus on client development, working with senior level executives, project management and execution, market modeling, market research, analysis and writing abilities along with strong group presentation and written/oral communication skills. Experience working in a fast-paced, entrepreneurial environment, knowledge of the IT industry and/or one or more vertical industries is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. A bachelor's degree is required and a master's degree is preferred. This position is based in IDC's Framingham, MA office with approximately 10-20% travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Executive, Industry Major Accounts West (IDC)

IDC's Industry Majors accounts sales team is seeking an Account Executive who will be responsible for driving new sales opportunities within existing major accounts. This position will report to the Vice President, Industry Major Sales. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will be responsible for identifying new opportunities and broaden IDC's reach within specific major accounts. The individual will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. Additionally, this person will be involved in identifying new products to develop and sell. The quota for this position will consists of new and consulting business within specific Industry Major accounts. Requirements for the position include 2-6 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with storage and/or enterprise software industry is a strong plus. Excellent customer service skills are essential. Strong telephone cold calling experience is preferred. The ideal candidate will be motivated, assertive, and collaborative, as well as highly organized and a quick-thinker. Prior market research industry sales experience is helpful, but not required.

Location: San Mateo, CA

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Account Executive, Health Industry Insights (HII)

Healthcare Insights, an IDC company, is responsible for developing market research and advisory services focused on the Healthcare Industry. We are currently seeking a Senior Account Executive who has been successful selling into global healthcare provider and payer organizations as well as IT vendors who serve the healthcare industry. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Healthcare Insights practice. This position will have nationwide sales responsibilities for selling the Healthcare products – subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings primarily to CIOs but to other CXOs as well, and tailor the Healthcare Insights offering to client needs. The individual must be knowledgeable about IT issues in Healthcare, have relationships with Healthcare companies and IT vendors serving the Healthcare industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success n a quota-carrying capacity, a strong willingness and aptitude to work collaboratively, strong written and presentation skills, ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. An MBA is a plus. This position will be based in Framingham, MA (preferred) or U.S. (close proximity to a major airport) and requires 30% travel.

Location: Framingham, MA

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Account Executive (MI)

Manufacturing Insights, an IDC company, is responsible for developing market research and advisory services focused on the Manufacturing Industry. We are currently seeking an Account Executive who has been successful selling into global manufacturing organizations as well as IT vendors who serve the manufacturing industry. This Account Executive will create/deploy solution selling techniques to grow and expand the Manufacturing Insights practice. This position will have nationwide sales responsibilities for selling the Manufacturing products – subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentation on the product offerings to CIOs, and tailor the Manufacturing Insights offerings to client needs. The individual must be knowledgeable about IT issues in manufacturing; have relationships with manufacturing companies and IT vendors serving the manufacturing industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants and other IDC sales professionals. Requirements for the position will include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor of Science degree. MBA is a plus. This position requires 25-35 percent of travel. Position can be located in one of our offices in Boston, San Francisco, Denver or anywhere the right candidate resides. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Executive (IFW)

InfoWorld.com has an exciting opportunity for a highly motivated inside sales and customer support professional to join their team! The Online Account Executive will report to and work with our West Coast Regional Manager to increase online advertising sales revenue among key west coast, Midwest and Texas accounts. In this position, you will develop relationships with and provide ongoing customer service to existing customers, sell to and manage smaller accounts, prospect for new clients/lead generation, handle RFPs prepare sales presentations and provide general sales support. A reputation for excellent customer service, superior written/verbal communication skills, and a passion for learning are essential. Candidates must have at least 2 years sales or media/agency experience, have strong computer skills, and be highly organized and self-motivated. Knowledge of the technology market preferred. Please put "Account Executive" in the subject line when applying. ***Location: San Francisco, CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Audience Development Manager (IFW)

InfoWorld is seeking a marketing professional with a strong quantitative/analytical orientation and experience building traffic to an online media business to manage Audience Development and drive the traffic strategy for its online business, InfoWorld.com. Responsibilities include: Developing, implementing, and managing key partnership opportunities; and planning and managing analytically-driven traffic-building promotions (SEM, SEO, Newsletter, email/RSS programs). Additional responsibilities include intensive data analysis an reporting, audience segmentation, and database list management. Candidates must meet the following minimum requirements: Five years experience, including marketing or audience development experience, with a major online media company; strong, hands-on knowledge of web technologies, including HTML and XML; advanced proficiency with Excel and Access; experience with Search Engine Marketing and Optimization campaigns; familiarity with the fundamentals of web traffic analysis; proven ability to manage and analyze large datasets; and outstanding communication skills. Please send resume and cover letter to jobopps@idg.com and include "Audience Development Manager" in the subject line. ***Location: San Francisco, CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, exhibit space and/or conference sponsorship sales and cultivating new account opportunities within fast-growing IT markets both on the phone and in person. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's and can speak and negotiate with contacts at all levels from CEO to trade show managers. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospect's needs. The ideal candidate will be someone who can build an annual and event specific sales plan that includes call plans, revenue goal setting and major customer and competitive event visits. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings.

Location: Framingham, MA

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Sr. Conference Producer (WEC)

IDG World Expo is seeking a Senior Conference Producer to plan and develop the educational components of IDG World Expo's enterprise IT events. This position is the primary voice of the events to the community and has the opportunity to shape the direction of the events. In this position, the Conference Producer will: research the viability of conference topics by conducting in-depth research with senior level industry figures to determine what subjects are of interest to the market, develop all conference content including themes, tracks and sessions; identify and contact potential speakers, mainly by phone, and recruit them onto the program; negotiate speaker fees and expenses staying within guidelines set by the Brand Manager; run the conference on the day of the event; solicit and analyze feedback from conference attendees to drive changes that improve the overall quality, relevance and value of the conference; set, monitor and measure performance against such metrics as conference attendance and revenue goals; lead the program committee, maintain and cultivate relationships with industry experts; represent the brand at external client meetings and at industry/competitive gatherings; follow trends in industry, track competitive events and differentiate brands; drive thought leadership in the market. The ideal candidate will have a BS/BA, 5-7 years of conference experience, a demonstrated record of building conference content, proven research skills, excellent attention to detail and time management, exceptional creativity, a devotion to deadlines, and excellent communication skills. Knowledge of the IT market is a plus. Some travel is required. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

EMMI

continued from page 1

LAURIE BUTSON

This year's EMMI participants were all from IDG offices, though any business units may also nominate employees. (Standing, l-r): ***Stefan Kaczmarek*** *(Poland),* ***Moa Hansson*** *(Sweden),* ***Christina Carstensen*** *(IDG Global Solutions U.K.),* ***Andreas Koschinsky*** *(Germany),* ***Gunnar Lott*** *(Germany),* ***Iuliana Stoica*** *(Romania),* ***Johan Hallsenius*** *(Sweden),* ***Peer Jensen*** *(Denmark),* ***Andre Horn*** *(Germany),* ***Hans Jorgen Christiansen*** *(Denmark),* ***Manuel Pastor*** *(Spain),* ***Annelise Fortier*** *(IDG U.S. Human Resources),* ***Mickael Carlson*** *(Norway),* ***Bram Tullemans*** *(Netherlands),* ***Sofia Jansson*** *(Sweden) and* ***Aico Turba*** *(Netherlands). Kneeling (l-r):* ***Michal Kreczmar*** *and* ***Maciej Zdanowicz*** *(Poland).*

Golden rules

IDG Germany Managing Director **York von Heimburg** described more than a dozen "golden rules of focusing" for effective business management. Among the tips:

- Delegation is a must. Good leaders concentrate on their strengths and delegate their weaknesses.
- Envision attaining the No. 1 position in your market, and be 20% better, faster and more efficient than the competition.
- Concentrate on the big points. Don't be a leader who tries to do everything.
- Create a culture of reinforced business thinking by all employees. Examples: the customer counts above all else; stretch your brand and create new publishing initiatives.
- Kill unnecessary projects or initiatives.
- Use humor.

Netherlands' cross-media director/producer, created a section on the fledgling IDG wiki that invites any IDG employees who are experimenting with online video content to share experiences and create a collaborative video platform. "Scale and worldwide presence generates an advantage we need when it comes to, for example, making video reports of events that happen on the other side of the world," he said. "Local footage is something that most of our competitors do not have, and we can generate it quite easily — and make it available to our sister IDG companies."

As is the tradition with other IDG corporate programs, the EMMI included a case study exercise based on a real-life scenario. The group explored the challenges associated with balancing short-term profits and long-term growth for a fictitious business unit that needs to pursue a strong online growth strategy while maintaining the performance levels of its print and event products. As members of the mock company's board of directors, IDG Communications SVP/Online **Colin Crawford** and IDG Australia Managing Director **Don Kennedy** evaluated the group presentations.

"The EMMI was an excellent forum to meet people from other IDG departments like editorial, events or finance who you might not deal with on a day-to-day basis," said **Christina Carstensen**, associate director, International Sales, for IDG Global Solutions U.K. "Working with the other participants on the case study was one of the best parts of the program. I learned that all countries have similar challenges, and we all can benefit and learn from each other, as the strengths of each IDG house [office] might be different and complementary. I came home inspired and motivated."

Business unit leaders will be asked to nominate participants for the next EMMI in early FY07.

Write to laurie_butson@idg.com and jacqueline_dendievel@idg.com for information about EMMI. Contact them or Bram Tullemans (btullemans@idg.nl) to access the video community section of the wiki. WU

EMMI speakers and topics

- IDG Communications SVP Online **Colin Crawford** (IDG Media in a World of Search and Aggregation)
- IDG Poland Online Sales Manager **Darek Sokolowski** (Sales)
- ICT Media EOOD General Manager **Nely Yolovska** (Events)
- IDG Sweden Circulation Manager **Mao Hansson** (Circulation)
- IDG Global Solutions Associate Director/Interactive Sales **Christina Carstensen** (European Competitive Landscape)
- GameStar Germany Editor-in-chief **Gunnar Lott**, GamePro Editor-in-chief **Andre Horn** and Computer Sweden Editor-in-chief **Johan Hallsenius** (Editorial Panel)
- IDG Germany Managing Director **York von Heimburg** (IDG Germany Overview and Collaboration across Europe)
- IDG International Controller **Toby Hurlstone** (Finance and Business Management)
- IDG Australia Managing Director **Don Kennedy** (Innovation and Product Development).

Enter the IDG Employee Photo Calendar Contest

'07 edition coming soon!
2006
Employee Calendar
IDG

Power up those cameras and take a chance at winning prize money and worldwide fame in the 23rd Annual IDG Employee Photo Calendar Contest. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera.

Each entry should be labeled with your name, business unit, telephone, fax and e-mail address. Entries must be received by **Sept. 15**. Send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Full contest rules are available on IDG Central at http://www.idgcentral.com.

noteworthy people

Promotions

Teo

IDC Asia/Pacific Research Editor **Corinne Teo** takes the reins of the Publishing Services and Technology (PS&T) group in Singapore as publishing manager. Teo joined IDC A/P's marketing team in 2002, managing press relations, then moved to PS&T where her duties included editing analysts' research documents, as well as answering research architecture training queries and carrying out administrative tasks for A/P PS&T. "Corinne has done an outstanding job over the years," said **Tehmasp Parekh**, IDC Australia, VP, business operations, who oversees the A/P PS&T function. "She has a mature and balanced outlook to the day-to-day challenges that are thrown her way as well as the ability to look at the bigger picture." *cteo@idc.com*

New employees

Previously group officer, Advertising, **B. Anand Ram** joins IDG India as assistant manager, Sales, responsible for CIO and PC World India ad sales in northern India. He earned a B.A. in business administration from Madurai Kamaraj University in Madurai, India, where he is currently pursuing an M.B.A. He also holds a diploma in business administration specializing in advertising management and international trade management from the National Institute of Export Management in Chennai. Away from the office he enjoys cricket and basketball. *anandram_b@idgindia.com*

IDG World Expo has hired **David Best** as a brand manager for GridWorld and Open Solution Business Conference; he was previously a senior event manager with Gartner's Vision Events. He holds a B.A. in economics and government from Bowdoin College in Brunswick, Maine, and is completing an M.B.A. with a concentration in marketing at the Whittemore School of Business at the University of New Hampshire. He enjoys attending baseball and football games, golf, mountain biking and hiking ("when not on crutches, as I am now"). *david_best@idg.com*

Felix Liu joins IDC China as senior analyst on the Software and Services team. He was previously a product and marketing manager with Rocket Software and before that a product manager in Tsinghua Tongfang's research and development center. He holds a B.S. in physics from Jilin University and an M.S. in computer science and physics from Indiana University in Bloomington, Ind., where he was also a consultant and software engineer for the university's IT Services group. *fliu@idc.com*

Thach

Macworld has hired **Jason Thach** as Western account manager for Macworld.com. He was previously U.S. sales manager for Tom's Hardware Guide. He studied film and photography at New York University and enjoys cooking, golf and hockey. *jthach@macworld.com*

PETER SHORT

Venkatesan

Applications Developer **Suresh Venkatesan** comes to IDC Framingham from his role as senior software engineering with Multivision, Inc. He holds a degree in textiles from Anna University in Chennai, India, and enjoys surfing the Web, tennis and reading novels. *svenkatesan@idc.com*

CXO Media's Steve Traynor earns company's first Media Summit Award

CXO Media's ***Mary Lester*****,** ***Steve Traynor*** *and* ***Michael Friedenberg****.*

On June 29, Art Director **Steve Traynor** received the first CXO Media Summit Award, which highlights exceptional contributions by the business unit's employees. President & CEO **Michael Friedenberg** and Executive Director, Art & Design **Mary Lester** presented the award in recognition of Traynor's leadership in implementing new technology to improve the editorial design process. WU

CW Spain journalist wins award

Computerworld Spain Editor ***Maria Luisa Melo*** *with members of the jury.*

Computerworld Spain Editor **Maria Luisa Melo** received a journalism award last month from a major Spanish IT vendor association for her article, "The Cost Savings Supports Printing On Demand," that was published in October 2005.

The Multisectorial Association of Spanish Companies for Electronics and Communications (ASIMELEC), one of the biggest associations of IT providers in Spain, presented the award during a ceremony in Madrid on June 1. Melo, who joined IDG Spain in May 2001, received 6,000 euros (US$7,500) and a commemorative trophy. She was the only journalist recognized in what is expected to be an annual awards program.

The jury for the award consisted of representatives from public administrations, the IT industry and journalism schools. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Craig Stedman *Computerworld*

20
Jim Falanga *IDG*
Wally Clegg *PC World*

19
Kevin Burden *IDC*

18
Judy Callahan *IDG*

16
Abbie Lundberg *CXO Media*
Carin Ståhl *IDG Sweden*

15
Chris Keall *IDG New Zealand*
Michael Siggins *Network World*
Kenneth Bäckström *IDG Sweden*

13
Quan Zhou *IDG Asia*

12
Peter Mayer *Computerworld*

11
Cheryl Giangregorio *IDG Corporate Sales*
Lorraine Rivell *IDG*
Paul Overhiser *IDG*
Mary Cook *IT World Canada*
Hideki Kojima *IDG Japan*

10
John Radzniak *Computerworld*
Morris Effron *IDG Int'l Publishing Services*
Kitty Fok *IDC Hong Kong*
Rebecka Simon *IDG Sweden*

9
Mark Songini *Computerworld*
Clelia Santambrogio *IDG Venezuela*

8
Jean Gasbarro *IDG Int'l Publishing Services*
Dawn Schartner *IDC*
Meredith Whalen *IDC*
Ron Glaz *IDC*
Kathryn De Carlo *IDC Canada*
Lyn See *IDG Australia*
Elias Plastiras *IDG Australia*
Kate Coldwell *PC World*

7
Kathleen Melymuka *Computerworld*
Barbara Duphily *IDG*
Kevin Hause *IDG Global Solutions*
Earl Joseph *IDC*
Motohiro Miura *IDG Japan*
Hideyuki Mori *IDG Japan*
Silvia Bassi *IDG Brazil*

6
Marion Prokop *Computerworld*
Dorothy Malone *IDG*
Lisa Stevenson *CXO Media*
Alfredo Distefano *Nuova Periodici*
Katia Trespidi *Nuova Periodici*
Gloria Aguinaga *IDC*
Lauren Fitzgerald *IDC*
Jessica Goepfert *IDC*
Amy Maldonado *IDC*
Aaron McPherson *IDC*
Anna Toncheva *IDC*
Greg Enright *IT World Canada*
Aislinn Connolly *IDG Australia*
Sue Voekel *Mac Publishing*
Maud Gobron *IDG Global Solutions/France*
Olivier Thorin *IDG France*
Jonnie Wistrand *IDG Sweden*
Linus Wolter *IDG Sweden*
Malgorzata Piekarska *IDG Poland*

5
Patricia Gill *IDG*
Michelle Torrey *IDG Entertainment*
Stephani Taylor *IDG Entertainment*
Sophie Pietras *Nuova Periodici*
Ryan Patrick *IT World Canada*
Brian Cox *PC World*
Laura Blackwell *PC World*
Katy Burke *IDC U.K.*
Adam Sienkiel *IDG Poland*

4
Bob Bragdon *CXO Media*
David Linsalata *IDC*
Caroline Luciano *IDC*
Holly Drawbaugh *PC World*
Jason Snyder *InfoWorld*

3
Julie Proffer *IDG Corporate Sales*
Bob Melk *CXO Media*
Nancy Gershlak *IDC*
Alex Stankoski *IDC*
Eduardo Benassi *IDG Brazil*
Helen Palmer *IDG Global Solutions*

2
Andrew Rhine *IDG Int'l Publishing Services*
Kara Todeschini *IDG Human Resources*
Maggie Locher *CXO Media*
Diann Daniel *CXO Media*
Thomas Roan *IDC*
Esther Aronov *IDC*
Yong-Jin Jun *IDC Korea*
Li May Chew *IDC Singapore*
Denyse Robertson *IDG Australia*

1
Caroline Mewing *Computerworld*
Christian Montminy *IDG World Expo*
Lam Nguyen *IDG Asia*
Chris Morell *IDG Entertainment*
Michael Friedenberg *CXO Media*
Jim Alla *CXO Media*
Pamela Campbell *IDC*
John Rydning *IDC*
Luiz Minervino *IDG Brazil*
Rachel Severiano *IDG Brazil*
Mark Els *IT World Canada*
Jeff Jedras *IT World Canada*
Lily Lin *IDC Australia*
Andrew Brain *IDG Australia*
Mitchell Bingemann *IDG Australia*
Julieta Botter *IDC Argentina*

Boot camp

continued from page 1

computerworld.com; **Gregg Pinsky**, VP/online sales and operations; **Sean Weglage**, national online sales director; and **Bill Rigby**, manager of account services, Online.

Marinone

Two of the biggest changes to the CW site are its deep reorganization (see IDG World Update, May 22) and its online-first editorial mission (IDGWU, Feb. 6) in which news is published online as it happens and then expanded upon, where appropriate, in the weekly print edition. The rearchitected site, in which content from vendors and third-party sources — including the IDG News Service, CW's sister publications and popular blogs — appears as prominently as original CW content, "makes for a more robust and useful site for users," Marinone said.

"Higher 'stickiness' means visitors will spend more time on computerworld.com," she said. "Advertisers used to draw them away from the site to view their marketing materials. Now, since the content is fully integrated into our site, visitors don't have to leave. They stay engaged in the clusters of relevant content they're looking for."

According to Marinone, the hottest marketing opportunities on the CW site for advertisers are Zones, Webcasts, and Executive Briefings, which are made up of CW content on a specific topic packaged by a CW editor; sponsors have no control over the briefing's content, but it is available for free to site visitors.

Marinone said she expects the boot camps to continue, perhaps quarterly. Sessions may be extended to a second day, which would focus on event sales.

"Everyone felt the day was really worthwhile and empowering," Marinone said, "and everyone in sales is pumped up to talk more often about online, brainstorm with customers about programs, and sell sell sell!"

For more information contact Laurie Marinone at laurie_marinone@computerworld.com. WU

quick poll for fun

Summer vocation

In honor of the season (at least here in the Northern Hemisphere) IDG World Update asked employees to share tales of their most memorable summer jobs.

Rigby

My worst summer job ever was washing dishes in a restaurant. It was also my favorite summer job because I realized that I have a genuine gift for washing dishes. There was no night too busy. No plate too soiled. Sure, I was complimented nightly on my patience, laser-focus and efficiency, but the sense of accomplishment I felt in the late hours of the night as I walked across the empty parking lot to my car stays unmatched to this day. Sometimes I wonder if this is what I was put on this earth to do. My boss, **Gregg Pinsky**, confirms that it may very well be.

— ***Bill Rigby**, manager, account services, online, Computerworld*

Tanaka

During high school I worked for Nordstrom department store. What made it my best summer job? The 20% employee discount. I think I may have actually *lost* money that summer!

— ***Heidi Tanaka**, marketing manager, PC World*

Reader

The first summer holiday at university, mind full of ideas and books, found me working on a farm some three miles from home, 25 miles north of London. Horrendously hard work — harvesting wheat, hauling grain sacks, building haystacks — all without a chance to share ideas with the farm workers who thought my new vegetarian beliefs made me a traitor to the farming cause. And, after 12-hour days in the burning sun, still that three-mile walk home...

— ***Dave Reeder**, editorial director, CPI*

Ren

While I was studying in the U.S., one of my teachers asked me to take care of his house while he traveled abroad one summer. He asked me to mow the lawn and dig the dandelions from the ground. I really enjoyed that job because I had never done that kind of work before and the smell of cut grass is so good!

— ***Karen Ren,** director of corporate communications, IDG China*

Kreczmar

During the summer holiday, while studying at Warsaw University, I was a street bookseller in Zakopane (the main tourist city in Poland's Tatra mountains). It was a good job in the sun, meeting many new people, selling — and "evangelizing" — fine science fiction, action, and mystery books. Plus, nice earnings — after selling just three books, we would have enough money for dinner and drinks.

— ***Michal Kreczmar**, project manager, IDG Poland*

The best summer job I had was the year I graduated from college. I took a three-month assignment with National Geographic and went to Kenya with a group of about 10 others. National Geographic was doing a research project on how elephants regulated their body temperature, comparing how much happens through the elephant's ears (most of it) and through their skin (at night). In 100-plus degree weather, I spent three months with a clicker counting how often the elephant flapped it ears. The downside was that I got malaria; the upside...it was my introduction to research!

— ***Eric Prothero**, VP, Latin America, IDC*

Prothero

Blackmore

My worst summer job was working as a cashier at a discount store. I am sure I don't need to say more but think: horrid hours, dirty conditions, people always switching price tags on merchandise thinking they could get away with it, teaching new cashiers how to count change properly or watching them get sacked after two days...

— ***Karen Blackmore**, program director, Energy Retail Strategies, Energy Insights (an IDC Company)*

Lundberg

My worst summer job had to be packing fish at Gorton's of Gloucester. While I really loved the hairnet visors we had to wear, and the lovely aroma of fried seafood that permeated my '64 Buick Special, there was one rotating assignment that we all dreaded called the Hot Seat. This was a spot between two blast furnances that breaded frozen fish traveled through on a conveyor belt to get cooked. The ovens were so hot that when the fish sticks went through the first one, the heat tossed the pieces around, and the person in the hot seat had to separate them again before they traveled through the second oven. Each person had two one-hour roations during the shift, and I saw at least two people pass out there.

— ***Abbie Lundberg**, editor-in-chief, CIO magazine*

Floyd

The year between junior and senior year of college I got an opportunity to manage a 125-site campground in upstate New York called Wintergreen Lake. The water was surrounded either by "my" campground or a conservation trust with no development and all of the traffic on the 40-acre pond had to come via the lake or hike in through the back country. It made for an exclusive setting that was nothing short of pristine. Black bears, muskrats, beavers, racoons and all sorts of other forest animals would wander through thinking that the campers were there to feed them. Although I spent nearly every morning on trash-can clean up, this was made less laborious by the occasional sighting of a diner. On one particular Sunday morning a brazen black bear insisted that he stay at one of my seasonal camper's site for breakfast. He was well mannered, though, and once he finished munching on everything in their cooler, "Old Smokey" promptly threw it in the pond for cleaning. The whole experience reminds me of a time when quotas were just something I read about in the paper on a Sunday morning.

— ***Tracy Floyd**, director, Hardware Industries, IDC*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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AVERY

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WWW.IDGCENTRAL.COM

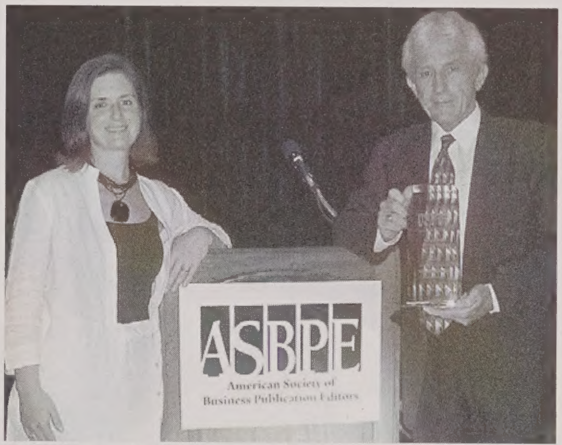
CW, CSO win Magazine of the Year honors from ASBPE

Six IDG publications capture a total of 42 national awards

What Computerworld does is "difficult for any monthly magazine, and they do it weekly."
— judges' comment

Six IDG publications took home a total of 42 awards — including two for Magazines of the Year — at last month's 28th annual Azbee Awards of Excellence presented July 20 by the American Society of Business Publication Editors (ASBPE).

For the second time in three years, both Computerworld (80,000 or more circulation) and CSO magazine (under 80,000 circulation) took top honors as best business-to-business publication. In addition, Computerworld, CSO, PC World, CIO, Network World and InfoWorld claimed a total of 20 awards for editorial excellence, 12 for design and eight for outstanding Web properties.


ASBPE
American Society of Business Publication Editors

*Design Director **Stephanie Faucher** and Editor-in-chief **Don Tennant** traveled to Chicago last month to accept the Magazine of the Year award on behalf of the Computerworld team.*

Judges cited Computerworld, which also took home the gold award for Best Overall Web Publication, for being "packed with so much useful information… [and] relevant, useful graphics" that there is "never a fluffy issue." They noted that what Computerworld does is "difficult for any monthly magazine, and they do it weekly."

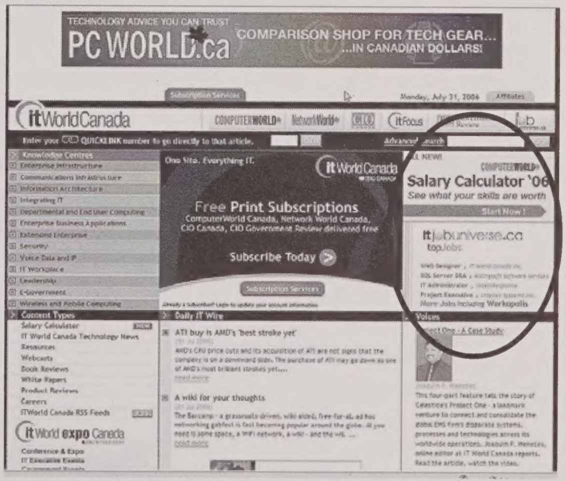
continued on page 2

IT World Canada salary survey spawns multiple opportunities

Survey drives traffic, sponsorship money, report sales and speaking invitation

What started out as a salary survey of Canadian IT professionals and had relatively modest goals that included driving some online traffic, generating some good content for editorial, attracting a little publicity and perhaps even bringing in a bit of revenue has continued to gain momentum and grown into a project that has benefited numerous departments at IT World Canada.

IT World Canada President & COO **Andy White** said he remembers sitting in the audience at last year's Enterprise Product Line Meeting and hearing a speaker from Computerworld make a passing reference to a salary calculator that they had installed on their Web site. Intrigued, White decided to find out more. Although he believed the salary calculator in itself would be an appealing 'product' for the readers, he became convinced that his team could fill a gap in the Canadian market by collecting data that went beyond that available in the salary surveys done by recruitment agencies and consulting companies using their own data or polling human resources professionals and hiring managers.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ATI buy is AMD's 'best stroke yet'

AMD's CPU price cuts and its acquisition of ATI are not signs that the company is on a downward slide. The purchase of ATI may go down as one of AMD's most brilliant strokes yet....

read more

A wiki for your thoughts

The Barcamp - a grassroots driven, wiki aided, free-for-all, ad hoc networking gabfest is fast becoming popular around the globe. All you need is some space, a WiFi network, a wiki - and the will. ...

read more

This four-part feature tells the story of Celestica's Project One - a landmark venture to connect and consolidate the global EMS firm's disparate systems, processes and technologies across its worldwide operations. Joaquim P. Menezes, online editor at IT World Canada reports. Read the article, watch the video.

The IT World Canada salary survey with its salary calculator is the biggest single Web traffic driver the Toronto-based company has ever tried.

"In addition to the credibility issue of a survey conducted by a recruitment company, none of the exist-

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Check out the latest cartoon caption winners page 8

in brief newsworthy

InfoWorld.com team rewards writers, editors for traffic-generating articles

InfoWorld.com has launched a reward and recognition program for staff journalists and editors who write and assign/edit articles that generate unusually high traffic on the site. Called the "Content Home Run" program, it rewards writers whose articles generate more traffic than the home page of InfoWorld.com on any given day.

"On a typical day, the InfoWorld.com home page is our No. 1 most viewed page on the site with approximately 12% of traffic," explained InfoWorld.com VP and General Manager **Virginia Hines**. "Having an article that gets more traffic than the home page on a given day is actually a big deal — and only happens a few times a month."

Any InfoWorld staff member who writes an article that gets more traffic than the home page for a day is presented with a $50 Amex gift card from the online team. Articles written by outside contributors and the IDG News Service staff are not eligible, Hines said.

"To date, we've awarded two of the cards. The winners are definitely adding value to Infoworld.com," Hines said. "We're happy to acknowledge that."

The first two winners of InfoWorld.com's Content Home Run award are Chief Technologist **Tom Yager** for his column "Why Apple Snubs Its Open Source Geeks," and Test Center Executive Editor **Doug Dineley** for the special report "Virtualization Breaks Out."

For more information, contact Virginia Hines at virginia_hines @infoworld.com. WU

Computerworld Hong Kong reporter named best in Asia

*(L-R) Gina Burman, marketing manager/Asia Pacific for awards sponsor Vignette; Computerworld Hong Kong Assistant Editor **Stefan Hammond**; and Glen Myles, MediaConnect Asia managing director.*

Computerworld Hong Kong Assistant Editor **Stefan Hammond** won the Best Business Technology Journalist award for his work with the Hong Kong-based monthly at the first annual MediaConnect Asia Technology Journalist Awards, held last month in Desaru, Malaysia. Other nominees included reporters from The South China Morning Post, Enterprise Networks Asia and MIS Asia.

Hammond said, "Writing tech features means online research, finding the best sources, and long hours rewriting and tightening copy — sometimes while sitting in my local park on weekends with my laptop. An award like this makes it worthwhile." He thanked CWHK Editor **Chee Sing Chan** and Questex (publisher of CWHK) Managing Director **Robert Ferguson** in his acceptance speech. "Without their support, I don't think CWHK would have won," Hammond said.

Hammond joined CWHK in July 2004. He has also worked as a channel producer at DotMedia Studios and as associate editor for asia.internet.com. He is the author of two books on Hong Kong films.

Contact Stefan Hammond at shammond@questexasia.com. WU

ASBPE Awards

continued from page 1

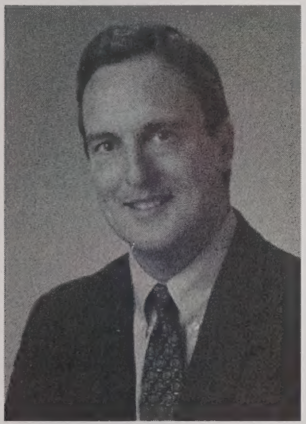
*First row: **Derek Slater**, editor-in-chief, CSO; **Chandra Tallman**, associate art director. Second row: **Diann Daniel** senior copy editor; **Maggie Locher**, editorial assistant; **Kate Walsh**, editorial assistant; **Michael Goldberg**, managing editor, CSO. Third row: **Scott Berinato**, senior editor; **Emily Henderson**, assistant managing editor. Missing from photo: **Chris Lynch**, editorial assistant; **Cathy Mallen**, senior copy editor; **Sarah Scalet**, senior editor; **Steve Traynor**, art director.*

CSO magazine, which also took home gold awards for News Analysis and Feature Article, elicited praise for "good leads, good stories, [and taking] risks with subject matter." Judges also noted that "design and copy complement each other extraordinarily well," and the publication "provides items to take action on, communicates well with readers" and its "covers have attitude."

More than 100 nominations were received for this year's Magazine of the Year. For a complete list of awards won by IDG publications, see this article on IDG Central. WU

one on one the interview

Rich Vancil
IDC's VP/CMO Advisory Research is this week's columnist. Reach him at rvancil@idc.com.



Rich Vancil joined IDC in 2003 as VP, technology marketing research. He has more than 20 years of high technology marketing experience as a both a researcher (Dataquest) and as a market practitioner (CMO at Individual, Inc. and COO at Shareholder.com).

CMO Advisory Research at-a-glance

Established 2003

Location Framingham, Mass.

Mission To provide technology marketers with research, tools and insights to improve the productivity and efficiency of their marketing organizations.

Number of employees 5

Most recent accomplishments
The CMO Advisory Research team created all content for the IDG Marketing Summit on June 13, 2006. Vancil was selected as B2B Magazine's "Who's Who for 2006 " for Influence in the Tech Marketing Community.

Q How would you describe CMO Advisory Research's clients and products/services?

A We work directly with many of the senior marketing executives across the tech vendor community. In most cases our contact is with the executive who is in charge of marketing investments, budgeting and planning. At a mid-size vendor this is often the CMO, at a larger vendor there is often a team in place for these activities.

The core of the practice is research-based guidance that helps the executive with quarterly or annual planning and budgeting. To perform this we conduct very extensive surveys twice per year in which we collect marketing investment information and marketing practice information from across the tech industry. We analyze the data to identify trends and averages; we also look for "best practitioners" on a variety of metrics. And so when we work with any particular client, we have a very large data set to help to benchmark their performance. These benchmarks include overall marketing spending, marketing-mix analysis, organization chart analysis, and other areas of marketing governance.

We deliver the research and analysis in a variety of ways. We publish traditional research reports on marketing trends and best practices; we speak at client sites and also at many IDC public events and other industry conferences. Going forward, we will offer clients more interactive and peer-to-peer sessions. I tell my clients that we have some smart people on this small team but that we can't possibly be as smart as the collective intelligence of hundreds of their peers from around the industry!

Q How have the findings of the annual tech marketing benchmarking survey changed over the last few years? What trends have you found?

A We always start with the top-line investment indicators. Tech marketing spending averages about 7% year-on-year growth. When we overlay this on top of average vendor revenue growth of 5% to 6%, we see that every new dollar of revenue earned is requiring more marketing expense. This is the reality of a slower growth industry. But even with that reality, it is more incumbent than ever for tech marketers to demonstrate the impact and return on their investments. Demonstrating ROI is an area of C-level scrutiny that will never fade.

One of the major trends over the past couple of years has been the industry investment in a new marketing role: the marketing operations function. Many tech marketing organizations now have a dedicated person or team that handles budgeting and planning, performance monitoring and reporting, marketing process improvement and marketing infrastructure. This is a very positive trend: it's needed at so many companies! And in my research area we absolutely endorse it, and I hope that we have served to accelerate the proliferation of the role, as it has been part of our essential guidance to clients.

Q Generally speaking, what kinds of marketing programs and practices have the most impact with tech buyers?

A Yikes — that's precisely the type of question that causes us to gnash our teeth and pull out our hair! Because now more than ever there is no "one size fits all" in tech marketing. As the industry matures there are ever-narrower segments to identify and serve. As media and content proliferate there are ever-more choices for the ingredients of a campaign. And so when a client asks us a general "what works best?" question, it would be an absolute disservice not to first examine where the client is today, where they are going and what they are trying to achieve.

Q To what extent does your group collaborate with other IDG business units? What are some examples of recent collaboration?

A June 13, 2006! This was the first IDG Marketing Summit [see IDG World Update, July 10]. It was hosted by [IDG Chairman] **Pat McGovern**, and our team here at IDC put together the structure and theme of the day and provided the panels and presentations. And both IDG and IDC provided recruiting efforts to build the audience of senior marketers. It was a nice event; clients liked it, and we're going to do it again next year.

Q How has the role of the CMO in the tech sector changed in the past few years? What do you envision in the future?

A When the CMO role first came on the scene the common job description was the executive who was the vanguard for the brand. We now see that the most effective CMOs are those who can not only manage the brand issues but marry that with deep operational and business experience. Since a lot of the issues at the forefront today are marketing process issues, you need a businessperson who knows how to address and fix process.

Q Do any of IDC's competitors offer something similar to CMO Advisory Research?

continued on page 7

Measuring the mooks

EXTRA
PCWORLD
ERP para pequenas empresas
Como escolher o software de gestão empresarial adequado às necessidades de sua empresa
Patrocínio SAP

More than 500 readers downloaded the small-business mook in the first three days it was online, and to date more than 2,200 copies have been downloaded, providing SAP more than 2,000 qualified leads. "Sponsors like not only the idea of so many qualified leads but also the opportunity to associate their brand with an educational product," said **Sonia Penteado**, IDG Brazil editorial director.

IDG Brazil experiments with downloadable "mooks"

Looking to educate small businesses as well as generate sales leads for its clients, IDG Brazil recently launched a series of "virtual mooks." The downloadable mooks (magazine + book) grew out a print-only product line of mooks launched two years ago.

"The editorial concept is to educate readers about a specific technology or IT concept," said **Sonia Penteado**, IDG Brazil editorial director. "Our main target is small businesses, which need to be educated more than any other audience about many IT subjects. We combine our expertise in magazine editorial and graphics with the depth of a book."

The first mook, ERP for Small Business: Why and How Enterprise Resources Planning Software Can Help your Company Doing Business, was sponsored by SAP Brazil. The second, to be launched this month, will focus on IT security and be sponsored by Computer Associates. The mooks offer original material written by freelancers.

The mooks, which range from 32 to 40 pages, are available free online as downloadable PDF files (at http://pcworld.uol.com.br/). The SAP-sponsored mook also has six half-page customer case studies from SAP in which an SAP customer implementation is used to illustrate the topic being discussed.

Before downloading the file, readers must complete a brief registration form that includes three customized questions from the sponsoring company. SAP asked for the number of PCs at their company, if they were willing to have an SAP salesperson visit them and if they would accept e-mail sales material from SAP. In order to be considered a qualified lead for SAP, the person downloading the file must have more than 50 PCs at his or her firm and answer 'yes' to the other two questions.

The mooks are promoted on IDG Brazil's site as well as in PC World Brazil's weekly e-newsletter. IDG Brazil is considering future mooks on Linux for Small Businesses, Networking and Outsourcing, and the sales team is currently offering sponsorships to clients.

For more information, contact Sonia Penteado at spenteado@idg.com.br. WU

ComputerPartner puts vendors, customers in touch via online training

CP etraining
ComputerPartner

After completing a training module, individuals are invited to test their new-found knowledge by taking an online exam. Those who score well are entered into a monthly prize raffle.

IDG Germany's ComputerPartner last month launched a new training section on its Web site that helps vendors educate resellers and other channel professionals about their products while generating a new revenue stream for IDG Business Verlag.

CP etraining is a free service for registered users available in the Interactive & Service section at http://www.computerpartner.de. Participating vendors pay to place their training materials — which can take the form of guided Flash tours, text-based training or MP3 files — on ComputerPartner's site where they may be viewed by the channel sales professionals who visit.

ComputerPartner has contracted with a third-party vendor that will work with its clients to create custom training programs, explained **Gabrielle Ehlers**, deputy director of sales for ComputerPartner and director of channel training/seminars. "We work with our customers to determine their goals for the training, which could be increasing sales, getting important information to the resellers or increasing their own branding. Then we ask them to provide various materials including Powerpoint presentations, PDF files, data sheets, manuals, brochures, photos and more to our partner, who builds the program to the client's specification," Ehlers said.

After completing the training module, individuals are invited to test their new-found knowledge by taking an online exam. Anyone who correctly answers 90% of the answers receives a certificate from ComputerPartner and is automatically entered in a monthly raffle for prizes such as iPods, USB sticks, Internet VoIP phones and weekend trolley tours.

The site also offers a Daily Business Training section that contains news and information of interest to channel professionals. Users will find news about legislation that might affect their business, technical news, marketing information, tips on improving online stores and much more, Ehlers said.

"Today more than ever, specialized resellers depend on fast and expert information that is right to the point," said **Sven Blaukat**, business manager for ComputerPartner and CE-Business. "We provide this know-how for our users through our online training. The benefits: well-trained employees are more motivated and can much better introduce customers to applications and products. Additionally, these products are in less danger of being damaged through improper use. Thus, resellers and customers benefit from this new service," he said.

For more information, contact Gabrielle Ehlers at gehlers@computerpartner.de. WU

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, vice president, corporate taxes; and Alana Dros, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office, CEO's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Travel
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by August 18, 2006.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by Aug. 18, 2006. Send nominations to Kathy Toffoloni, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

IDG

Current Jobs, Week of August 7, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Exec Progs	Director of Event Marketing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Exec Progs	Director of Operations, Executive programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Exec Progs	Event Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Gen	Program Manager, CIO Executive Council	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Account Services Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Sr. Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Web Marketing Coordinator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Online Regional Sales Manager	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Online Regional Sales Manager	New York, NY, Paramus	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Admin	Part-time Office Associate	Paramus NJ	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Lib	Temporary Part-time Manager, Library Services	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	HR	Training and Development Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Edit	Assistant Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Associate Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Copy Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Bus Dev	European Online Business Developer	Staines UK	Piper Sheer	piper_sheer@idg.com	508-935-4791
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG News Service						
	Edit	U.S. Correspondent	New York, NY	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
IDG Research						
	Research	Marketing Research Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Edit	Associate Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Audience Development Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Multimedia Producer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Account Executive	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Publishing Services						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Cust Serv	Member Services Specialist	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Event Sales Representative	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Regional Account Manager	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Sr. Conference Producer	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Strategic Relationship Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Marketing	Vice President, Event Marketing	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDC						
	Conf	Operations Specialist	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Vice President, Vertical Markets Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Client Services Representative, Industry Major Accounts	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	IP&S	VP, Interactive Products	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Consumer Markets	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, System Infrastructure Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Personal Technology Primary Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Channels	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, BPO Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Account Executive, Industry Major	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive, Industry Major Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Consulting Sales, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major Software	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major Software & Services Accoun	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Sector Accounts West	San Mateo CA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Manufacturing & Energy Insights	San Mateo CA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Sector Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	VP, Sales Executive Practice	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Tech	Product Manager, WW Trackers & Forecasters	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Government Insights						
	Cons	Consulting Manager, Government Insights	McLean VA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Research	Analyst Intern, Health Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, IT Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG

August 7, 2006

Online Account Services Coordinator (CXO)

CXO Media's Online Sales Group has an exciting opening for an Online Account Services Coordinator. The Online Account Services Coordinator will act as a liaison between online sales, customers, the online account services team and finance. Responsibilities include: supporting sales initiatives by processing paperwork/contracts for the online sales team, preparing and maintaining accurate weekly tracking reports for all online campaigns which requires willingness to learn new technology & reporting systems and taking the lead on account services reports and projects. Job Requirements include: BA/BS Degree or equivalent, excellent organizational skills and attention to detail, strong oral (including telephone) and written communication skills, ability to assimilate large amounts of diverse information quickly, ability to work under supervision and meet deadlines in a high transactional sales volume environment, excellent problem solving skills, demonstrated ability to work independently while in a team environment and a positive attitude. Prior experience in a sales environment and proficiency in Microsoft Office applications (Word, Excel, PPT) are required. A strong understanding of the online advertising space is highly regarded. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Web Marketing Coordinator (CXO)

The Web Marketing Coordinator will be responsible for increasing the size and the retention of Computerworld's and CXO Media's online user audiences through email marketing, Web site promotion, advertising, SEM/SEO and analyzing campaign effectiveness. The Web Marketing Coordinator will work closely with design, production and business development as well as be an integral part of the audience development team. Responsibilities will include: Providing analytical support and reporting maintenance for marketing programs and general site traffic, assisting, creating and reporting on paid search campaigns, researching new keyword opportunities, recommending optimization techniques, coordinating email campaign details. Ideal candidate will have: experience in the online arena, experienced with online analytical tools (Omniture a plus), good statistical skills, experience with paid search marketing, search engine optimization and online media, demonstrated ability to be highly organized with the ability to multi-task. HTML knowledge a plus. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Manager, Industry Major Software (IDC)

IDC is seeking a Sales Manager for IDC's Industry Major Accounts Team. This position will work directly for the Vice President of Major Account Sales for the software industry. The Sales Manager will be responsible for selling IDC's primary products, business development and managing the business relationships for one of IDC's Major Accounts customer. The Sales Manager will be responsible for monthly sales of IDC's entire portfolio of products and services, including syndicated research, events, speaking engagements, and more to one of IDC's largest and fastest growing worldwide accounts. This position requires worldwide coordination with all IDC regions. To be successful in this role, candidates must have a minimum of 7+ years of executive selling experience with complex goods or service to technology vendors. Prior experience selling IT research and familiarity with and/or software is preferred. Candidates must have exceptional selling and account management skills, proven relationship building talent, top level presentation and communication skills (written and verbal). MBA preferred, Bachelor's degree required. This position can be based out of IDC's East Coast or West Coast offices and will require approximately 40% to 50% travel.
Location: Framingham, MA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager, Industry Majors Software and Services Accounts (IDC)

IDC is seeking a Sales Manager for IDC's Industry Major Accounts Team. This position will work directly for the Vice President of Major Account Sales for the Software and Services industry. The Sales Manager will be responsible for business development, and managing the business relationships for several of IDC's Major Account customers in the Software and Services territory. The Sales Manager will be responsible for monthly sales of IDC's products and services, including selling, consulting, multiclient studies, conference sponsorships, and more. This individual will carry a hard quota. To be successful in this role, candidates must have a minimum of 7+ years of executive selling experience with complex goods or service to technology vendors. Prior experience selling IT research and familiarity with computer industry is preferred. Candidates must have exceptional account management skills, proven relationships building talent, top level presentation and communication skills (written and verbal). MBA preferred. This position will require approximately 30% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Account Executive, Industry Majors (IDC)
IDC's Industry Sales Group is seeking an Account Executive who will focus on selling IDC's research products to industry vendor clients. This position will report to a Sales Manager, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new products to develop and sell. Requirements for the position include 3-6 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with computer hardware/consumer electronic industry a plus. The ideal candidate will be entrepreneurial, motivated, assertive and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position may be based out of IDC's East Coast or West Coast offices and will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager, Consulting Sales, Industry Major Accounts (IDC)
IDC's Industry Majors group is seeking a Sales Manager-Consulting Sales who will focus on selling IDC's consulting services to Industry Major Accounts clients primarily on the east coast. The Sales Manager position will be responsible for developing and driving consulting revenues within IDC's Industry Major account customers. As a member of a collaborative team, the Sales Manager will be responsible for developing an in-depth knowledge of IDC consulting products and services, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals across IDC (Global Account Managers, consulting project directors, research analysts). This individual will be expected to substantially increase consulting revenue through custom research and go to market solutions business development, developing new business opportunities and increasing contract value in established accounts, and proactively managing and growing customer relationships. The Sales Manager will prospect for new and incremental opportunities, work with various consulting project directors in proposal generation, and be responsible for closing business. This position will report to the VP of Major Accounts, Industry Consulting in Framingham, MA. Requirements for the position include 7+ years of sales and/or business development experience, preferably as a quota-carrying outside sales representative. Candidate should also possess strong written, analytical and verbal communication skills. Familiarity with selling consulting services and/or market research a strong plus. Prior selling experience with major accounts, high tech, telecommunication and large IT vendor is required. The ideal candidate will be proactive, entrepreneurial, motivated, assertive and collaborative. This position will require approximately 30% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Account Executive, Manufacturing and Energy Insights (IDC)
Energy and Manufacturing Insights, both IDC companies, are responsible for developing research-based advisory and consulting services focused on the energy and manufacturing industry respectively. We are currently seeking a Senior Account Executive to sell advisory and/or consulting services into existing IDC's IT vendors who serve these industries. This Senior Account Executive will create/deploy solution selling techniques. This position will have sales responsibilities for selling the Energy and Manufacturing Insights products (subscription advisory services, multi-client studies and consulting projects) to existing IDC contracts as well as to approximately half of the US geographic market. The successful candidate will be able to arrange meetings, make presentations on the product offerings to CIOs and line of business executives, and configure the Energy and Manufacturing Insights offerings to client needs. The individual must be knowledge able about IT issues in energy and manufacturing, be able to build relationships with our existing clients and IT vendors serving these industries, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Utilization of our CRM system is mandatory for all activity. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. This position requires 25% travel. ***Location: San Mateo, CA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Training and Development Coordinator (IDG)
IDG Training and Development is seeking a smart, organized and motivated individual to keep our programs and projects running smoothly, our clients well informed and our offerings current. This is a highly visible position responsible for the administration and coordination of IDG's corporate-wide training and development programs including: supporting internal and external instructors, tracking course enrollments, coordinating program marketing communications and logistics, and overseeing our internal professional development resource library. In addition, this role will assist in the delivery of IDG's annual Employee Opinion Surveys worldwide including providing project management, administration and customer service. Qualified candidates will possess a BA/BS degree or equivalent and 1 to 3 years of business experience with experience and/or strong interest in a training or educational role. Attention to detail is critical and superior skills in verbal and written communication, managing multiple simultaneous projects, customer service and relationship building are required. The ideal candidate will also have basic presentation skills and proficiency in Microsoft Office. We look forward to providing an opportunity to learn and grow in this field. .
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Part-time Office Associate (IDG)
IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 20 hours per week in our Paramus New Jersey Regional Sales office. This position will support 13-15 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will ensure that routine office requirements are being met and the office is running smoothly. The responsibilities also include maintaining reports in Microsoft Excel and Microsoft Word, ordering supplies, assisting sales staff, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail and the ability to multitask. Previous administrative support in a sales environment a plus as well as experience with Microsoft Excel and Microsoft Word. ***Location: Paramus, NJ***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Associate Editor (IFW)
InfoWorld.com seeks an Associate Editor who will work collaboratively with the editorial staff to optimize content for online presentation and to foster InfoWorld.com's community efforts. The associate editor will focus, at the story level, on online headlines, links, metadata, etc. The position will also be responsible for managing and encouraging user involvement/content, as well as maintaining specific online elements and pages. Successful candidates will work well in a team environment, but also be able to think creatively and independently to jump-start our nascent community efforts. Requirements: Three years online/editorial/journalism experience; knowledge of IT; strong copy edit skills; familiarity with content management systems; online community experience a plus. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Multimedia Producer (IFW)
InfoWorld Media Group seeks a Multimedia Producer with strong online experience to oversee creation, production and presentation of audio and video content for its web site. The ideal candidate is an avid consumer of online multimedia content who is a decisive and diplomatic team player with solid problem-solving skills, significant multimedia experience with a major online media company, and complete proficiency in online multimedia technologies. Responsibilities include managing video and podcast production; updating audio and video content on InfoWorld.com; developing project schedules for Webcasts, podcasts, and video assignments; proposing new multimedia programming; owning partner/vendor relationships; and seeing media projects through to completion on time and within budget. Candidate must have a solid knowledge of HTML, XML and Final Cut Pro; proficiency in core office packages: Word, Excel, Project, Access and PowerPoint as well as Mac and PC platforms; competency with digital audio and video equipment; experience with professional Web analytics packages (Hitbox preferred); in addition to a minimum of three years hands-on professional experience with online multimedia technologies and products. The Multimedia Producer is the conduit for the flow of information among Sales, Marketing, Technology, Editorial, the Online team, and Senior Management. This is a great opportunity for an online content expert passionate about Web-based multimedia and eager to develop cutting edge audio and video programming and delivery methods. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

European Online Business Developer (IGS)
IDG Global Solutions (Staines, UK office) is seeking an Online Business Developer to work with IGS and IDG's European online businesses to support and advance the development of online revenue streams deployed across IDG's key European markets. The key responsibilities of the position will include: ensuring that proper technologies and technical platforms are in place across IDG's decentralized European online businesses to allow for efficient delivery of first-class client programs across key markets; evaluating existing technologies for the ability to support current and future client program needs (e.g., video and audio casts, blogs, RSS feeds); recommending improvements to existing technologies; identifying and facilitating the execution of common solutions across IDG's European businesses to create datasets that may be used to maximize revenue; identifying and translating current market trends and developments into program ideas that may be sold and deployed across IDG's European businesses. The person in this role will also act as a liaison between IGS and European online businesses, facilitate sharing of best practices, and encourage collaboration across IDG's European businesses. The ideal candidate will possess excellent database development skills and a strong understanding of major web technologies and database marketing technologies. Solid knowledge of online media, advertising and emerging technology trends, as well as web standards and tools is important. The ideal candidate will have 5-7+ years working in an online environment with demonstrated experience managing large projects related to the development or deployment of online solutions. This job also requires strong communication and relationship building skills, as well as ability to influence without formal authority. This job will report directly to the President of IDG Global Solutions. Significant travel is required. ***Location: Staines, UK***
Contact: P. Sheer, Fax: 508-935-4600, Phone: 508-935-4791, Email: piper_sheer@idg.com

Program Director, IT Strategies (MI)
Manufacturing Insights is seeking a program director to lead the IT Strategies product family. The program director will have responsibility for analyzing IT budget benchmarks across various manufacturing segments. He/she will be responsible for coordinating the research agenda with other Manufacturing Insight analysts as well as other Analysts throughout IDC. The individual must have strong research project management experience as well strong writing and presentation skills. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand and supply side of technology markets. The program director will oversee a number of industry segment research programs. In overseeing these programs, the director will serve as main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The director will be responsible for improving business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The desired individual will have an undergraduate degree with 5+ years working experience in IT Management. Experience in the manufacturing industry and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: Ability to design and implement new processes; Strong ability to project management skills with a constant eye on detail; Ability to provide actionable advice to executive level management; Strong collaboration skills: Strong presentation skills: Strong modeling skills; Strong business development skills; Comfort working in a fast-paced, ever changing environment; and Creative problem solving. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Vice President, Event Marketing (WEC)
IDG World Expo is seeking a dynamic and hands-on Vice President of Event Marketing. The individual in this position will need to be both strategic and tactical working closely with key stakeholders to determine business objectives and strategy for brand messaging and delivery methods. The primary responsibility of this position will be to lead the marketing team's efforts to develop integrated marketing strategies for multiple events with the goal of increasing the number and quality of attendees, exhibitors and sponsors at each of our events and websites. The person in this role is responsible for working with the marketing team to cultivate and develop best-in-class marketing practices and top notch functional marketing expertise with a particular emphasis on demand generation. Candidates will have a demonstrated track record and the ability to create, target, manage, analyze, and adjust online and offline demand generation and direct marketing programs to maximize ROI and to achieve quantity and quality objectives.
Department responsibilities include direct mail and electronic media and list selection; writing copy for electronic and print promotional efforts, negotiating partnerships with publications and associations; planning and executing public relations efforts; managing database standards and maintenance; working with designers to produce all promotional materials; managing external resources such as telemarketing, list generation, and registration companies, and creating and distributing sales collateral. Candidates should have proven success implementing integrated media

campaigns, experience marketing business-to-business trade shows or conferences, 12+ years in a marketing capacity with at least 7 years of management experience, excellent communication and presentation skills, and comprehensive knowledge of direct marketing, on-line marketing, marketing communications, public relations and branding. Ideal candidates will have the ability to work in a team-oriented environment with a high sense of urgency and be able to create and maintain strong relationships with the business brand owners across the organization.
Location: Framingham, MA
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Survey, salary calculator set up boosts both traffic, page views per visitor

"Part of the 'magic' to the high Web impression rate associated with the salary survey and salary calculator was in how we 'moved' people around the site," said IT World Canada President & COO **Andy White**. "We discovered that readers were willing to go to a little more effort to access this information, so we were able to set this product up across multiple pages (e.g. users were asked to fill in some information and wait for a page refresh to get to next step). This gave us an average of eight page views per visitor.

"We also (mostly by accident) held off posting the 'summary of survey findings' for a few weeks, and then went back to the readers with a second e-mail letting them know it was ready. This gave us a second flood of traffic.

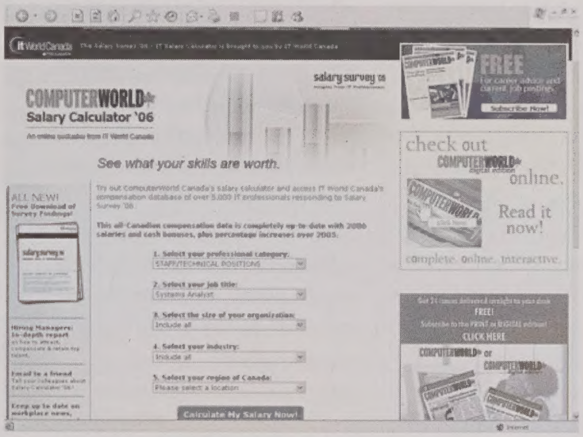
"As well, customized e-mail messages to our readers drove in high numbers. The most effective one was a message to individuals who had completed the survey, which gave us an incredible 88% click through rate!"

Salary survey

continued from page 1

ing surveys talked directly to the workers themselves," White said. "None offered any insights into issues like: Who's likely to leave? Who's likely to stay? What skills are in demand? What's the supply like?"

Working with market research firm Altitude Market Research, White and his team devised a 60-plus-question survey designed to provide salary data across the spectrum of IT-related jobs as well as uncover IT professionals' opinions about recruitment preferences and what would motivate them to stay in a job or accept a new offer, what skills are in demand and what skills are in short supply. The survey, which took under five minutes to fill out, was hosted by ARM, which handled data collection and analysis. The goal was 3,000 completed surveys, and IT World Canada offered participants a chance to win one of five $200 (US$176) gift certificates to the electronics store Best Buy.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Try out ComputerWorld Canada's salary calculator and access IT World Canada's compensation database of over 5,000 IT professionals responding to Salary Survey '06.

This all-Canadian compensation data is completely up-to-date with 2006 salaries and cash bonuses, plus percentage increases over 2005.

1. Select your professional category: STAFF/TECHNICAL POSITIONS
2. Select your job title: Systems Analyst
3. Select the size of your organization: Include all
4. Select your industry: Include all
5. Select your region of Canada: Please select a location

ITworldcanada.com site visitors can use the calculator, which contains the salary information provided by the more than 5,000 survey respondents, to calculate the average salary of a particular job category in a particular location.

"We reached the 3,000 number so quickly — within the first two weeks — that we decided to extend the timeframe by posting a shorter, less complicated version of the survey, collecting just the salary data, on our own site," White said. In the end, they collected salary information from just over 5,000 Canadian IT professionals. Eighty percent of the respondents were readers of the company's four IT titles — ComputerWorld Canada, CIO Canada, Network-World Canada and CIO Government Review.

Although able to create the actual survey in-house, White said they reached out to Computerworld U.S., which was kind enough to share the algorithms from its salary calculator, which the IT World Canada IT group modified and used to build a calculator tailored to the Canadian market.

"We realized the salary calculator could be a big traffic driver," White said, "and we should be able to monetize this more effectively by selling a sponsorship of the page. We decided to generate a summary of findings from the survey and offer this as an additional sponsored download from the Web."

IT World Canada's CIO Council, which had had some input into the original survey, was coincidentally developing an initiative around IT skills shortages. The survey results were of great interest to this group, and White said they have already been able to sell copies of the survey findings to Council members.

The calculator was also able to help boost traffic on another IT World Canada site. "One of our other Web sites, Intergovworld.com, was having some low traffic issues, so we decided to put a version of the salary calculator up on that site and promote it separately," White said. "Apparently government employees are keen to know what their peers in the private sector are making as the addition of the calculator created a big spike in site traffic."

Next, White said, they decided to take the survey results "on the road," starting at a new executive event they launched in June — the CIO 100. "We found it was a great draw, and it became one of the hooks in attracting attendees," White said. A summary of the findings were presented at the opening session by Editorial Director **John Pickett**. It helped set the scene for debate over the following two days. It also generated interest in attendees purchasing the full report.

Even the circulation department decided to take advantage of all the reader interest by promoting access to the salary calculator as a bonus in a resubscription campaign to ComputerWorld, White said. Although strictly speaking the calculator was already available to anyone, it still improved response by about 4%, he said.

"The IT World Canada salary survey with its salary calculator is the biggest single Web traffic driver we have ever had," White said. "It has increased our perception as the 'expert' within business IT and generated a front page write-up in the Canadian HR Reporter tabloid as well as a speaking invitation for John Pickett at the annual Canadian HR Conference later this year. It provided content for at least four well-received print articles and gave us the opportunity to rekindle our careers advertising initiative."

For more information, contact Andy White at awhite@itworldcanada.com.

noteworthy people

Promotions

Macworld Eastern Advertising Manager **Paul Zampitella** has been promoted to associate publisher. During his tenure as advertising manager, nearly 30 new advertisers began print and online campaigns with Macworld, including Sony's first-ever program in the Macintosh market. "With his strong leadership skills, vast knowledge of the unique Mac market and affinity for creating individualized sales programs for his clients, Paul is the perfect candidate to fill this role," said **Jeff Edman**, president and CEO of PC World Communications and Mac Publishing LLC. "His dedication and ability to develop and implement innovative ideas make him a tremendous asset to Macworld." *pzampitella@macworld.com*

Kenney

IDG International Publishing Services (IPS) Domino Developer **Patrick Kenney** has been promoted to systems manager. "In this role Patrick will be responsible for all custom computer applications and end-user support services at IPS," said **Morris Effron**, IPS VP, Information Services. "This promotion recognizes the expert knowledge Patrick has of all IPS Web sites and in-house applications, earned through his excellent hands-on support and development efforts, as well as his ability to plan, organize and execute IT projects of all sizes. It also affirms his proven communication skills, both in meeting the needs of our users fully and effectively and in coordinating the resources needed to get the job done." *patrick_kenney@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

Manning

PETER SHORT

Rachele Manning joins IDC's Health Industry Insights as a senior research analyst, coming from BCBSMA where she was a corporate initiative consultant. She holds a B.A. in business administration from the University of Washington, and M.B.A. from Babson College in Wellesley, Mass., and will begin work toward an M.S. in health communication at Tufts University in Medford, Mass., this fall. She enjoys reading, marathon running and following the Boston Red Sox. *rmanning@healthindustry-insights.com*

Previously a project manager for the Staples Brands Group/Package Design, **Karen Capland** is now a project manager with CXO Media's Custom Publishing group. She earned a B.A. in child study from Tufts University in Medford, Mass., and an M.Ed. in special education from Boston College. In her free time she enjoys tennis and cooking and sings with a community chorus. *kcapland@cxo.com*

Kim

PETER SHORT

IDC's Health Industry Insights group has hired **Alex Kim** as a consulting manager. She was previously senior consulting manager at Verispan. She earned a B.A. in philosophy and political science from Wellesley College in Wellesley, Mass., an M.A. in strategy and international affairs from Boston University's Graduate School of International Relations, as well as an MBA with a concentration in management information systems from Boston University. She enjoys film, art, theater and international travel and recently had an exhibition of her paintings and photographs. *askim@healthindustry-insights.com*

Cox

IDC's Financial Insights group has hired **David Cox** as group vice president, a title he also held at his previous employer, Greenwich Associates. He earned a B.A. in philosophy and an M.A. in politics and economics from the U.K.'s Oxford University and enjoys history, painting and golf. *dcox@financial-insights.com*

Kim

MICHELE NELSON

Tae Kim is GamePro's new reviews editor. He recently received his M.F.A. in creative writing from the California College of the Arts in San Francisco; he also holds a B.A. in psychology from the University of California/Santa Cruz. Away from the office, he enjoys writing and reading and recently "overcame my fear of physical exercise by taking up jogging." *tkim@gamepro.com*

Harrison

Previously a corporate account manager with Verizon Business, **John Harrison** joins the CIO Executive Council as a relationship manager. A graduate of the University of Maine/Farmington, he holds a B.S. in liberal arts. Away from his desk, he is a fully certified ski instructor and coach and technical director at Saddleback Mountain Ski School in Rangeley, Maine. *jharrison@cio.com*

Transfers

Senior Editor **Jennifer Orr** moves from Macworld to Network World's JavaWorld where she will hold the same title. She earned a B.A. in philosophy from Emory University in Atlanta and an M.A. in mass communication from the University of Georgia/Athens. "When not editing or chasing after my three-year old daughter, I'm tending to my rose garden in our backyard. I also enjoy cooking and watching old movies." *jorr@javaworld.com*

Bob Carrigan, Rich Vancil named to "Who's Who in B-to-B" list

IDG Communications President **Bob Carrigan** and IDC VP/CMO Advisory Research **Rich Vancil** were included in the "Who's Who in B-to-B" special report from BtoB magazine last month.

Noting that Carrigan was promoted to his current post last November, "in a short time he has won kudos for being a vocal advocate of b-to-b media and particularly online advertising," the entry read. Vancil's entry cited his "more than 20 years of high-tech marketing experience, including stints at Ledgeway Group and Dataquest. The CMO Advisory Practice publishes best practices case studies and reviews of marketing automation technologies."

For this year's report, BtoB chose 100 individuals from 11 categories: marketers, agencies, creative, direct & database, e-mail, search marketing, business media, services/tech, public relations, analysts and associations. Nominations were submitted by readers, marketing organizations, industry experts and the BtoB editorial staff.

Go to http://www.btobonline.com/article.cms?articleId=28527 for a complete list of winners. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36

Bengt Marnfeldt *IDG Sweden*

28

Heinz Zimmermann *IDG Germany*

23

Georg Sing *IDG Germany*

19

Roseann La Bruno *InfoWorld*

18

Esther van Dijk *IDC Benelux*

17

Gabi Lange *IDG Germany*

15

Tiziana Parma *Nuova Periodici Italia*
Keith Henry *IDC U.K.*

14

Sally Hudson *IDC*
Michael Wallace *IDC*
Ola Fors *IDG Sweden*

13

Carol Glasheen *IDC*
Frank Froma *IDG Netherlands*

12

Lizah Aman *IDC Malaysia*
Sara Goessi *IDG New Zealand*
Pamela Burchard *Connell Communications*
Hakan Ogelid *IDG Sweden*
Anders Sjölander *IDG Sweden*

11

Ulla McGee *PC World*
Jeff Kuta *PC World*
Keith Kmetz *IDC*
Christian Jahr *IDG Germany*
Franz Koivunen *IDG Sweden*

10

Sandra Ng *IDC Singapore*
Melissa Gruber *PC World*
Achim Schaefers *IDG Germany*

9

Jan Öhlund *IDG Sweden*

8

Andreas Perband *IDG Germany*
Joerg Spormann *IDG Germany*
Bjorn Hemmingsen *IDG Denmark*
Tara Welsh *IT World Canada*
Alain Petrissans *IDC France*
Anne Kittel *IDG Switzerland*
Colin de Almeida *IDC U.K.*
Agata Mysluk *IDG Poland*

7

Christoffer Gullestrup *IDC Denmark*
Hoang Nguyen *IDC*
Mike Hartmann *IDG Germany*
Peer Jensen *IDG Denmark*
Laurie Butson *IDG*
Stéphane Krawczyk *IDC France*
Rob Groot *IDG Netherlands*
Catrine Haglund *IDG Sweden*
Anders Engström *IDG Sweden*
Fredrik Claesson *IDG Sweden*
Isa Korn *IDC U.K.*
Marta Powierza *IDG Poland*

6

Milly Xiang *IDC China*
Ivy Lok *IDC Hong Kong*
Petr Vopalecky *IDG Czech*
Allan Carey *IDC*
Alexander Weis *IDC*
Filomena Cherta *IDC*
Phil Almeida *IT World Canada*
Nelly Visanji *IDG Sweden*
Frida Lundh *IDG Sweden*
Pawel Dudzinski *IDG Poland*
Anna Oleksiak *IDG Poland*
Colwyn Munro *IDG Global Solutions U.K.*

5

Abhijit Vyas *IDC Singapore*
Daphne Chung *IDC Singapore*
Karen Ren *IDG China*
Tim van Amerongen *IDG Netherlands*
Jeanine Menes *IDG Netherlands*
Joanna Kosik *IDG Poland*
Jakub Zurek *IDG Poland*
Edyta Mroz *IDG Poland*

4

Demetrios Louloudes *IDC*
Tony Strattner *IDC*
Julie Fabbrucci *IDC*
David Bhulapatna *IDG Germany*
Kai Schmidt *IDG Germany*
Sabine Schickel *IDG Germany*
Karin Hecker *IDG Germany*
Dirk Steiger *IDG Germany*
James Huang *IDG China*
Edwin Feldmann *IDG Netherlands*
Verity Homewood *IDG Global Solutions U.K.*

3

Graeme Muller *IDC New Zealand*
Hai-Wun Tan *IDC Singapore*
Kurt Ball *IDC Singapore*
Timothy Wong *IDC Singapore*
Per-Arne Sandegren *IDC Sweden*
Paul Calento *InfoWorld*
Alan Elworthy *IDC*
Samanta Paulino *IDC*
Thomas Meyer *IDC*
Karen Haslam *Macworld U.K.*
Turid Hegseth *IDG Sweden*
Andrea Pahim *IDG Brazil*
Isabel Moreira *IDG Brazil*
Mirian Domingues *IDG Brazil*

2

Jay Choe *IDC Korea*
Phawadee Pongsupan *IDC Thailand*
Alena Simard *Connell Communications*
Hana Vancurova *IDG Czech*
Lisa Rowan *IDC*
Sarah Santos *IDG*
Lisa Zhu *IDG China*
Bridgette Brown *IDG Australia*
Luc Pruvot *IDC France*
Michel Lases *IDG Netherlands*
Michel Pouwels *IDG Netherlands*
Oskar Enerlund *IDG Sweden*
Jesper Sundwall *IDG Sweden*
Konrad Sliwecki *IDG Poland*
Szymon Augustyniak *IDG Poland*
Fabio Costa *IDC Brazil*
Reinaldo Sakis *IDC Brazil*
Rodrigo Crocco *IDG Brazil*

1

Omar Carlos *IDC Philippines*
Gina Luk *IDC Singapore*
Lawrence Chen *IDC Taiwan*
Chip Taylor *PC World*
Patricia Bortle *IDC*
Roberta Powell *IDC*
Ian Eigenbrod *IDC*
Sabine Richter *IDG Germany*
Annette Sand *IDG Denmark*
Andrew Kleim *IDG Australia*
Julia Talevski *IDG Australia*
Patrik Häfliger *IDG Switzerland*
Cornelia Brunschwiler *IDG Switzerland*
Erik Troquay *IDG Netherlands*
Elin Dunas *IDG Sweden*
Tard Wennerborg *IDG Sweden*
Simon Grabiec *IDG Sweden*
Damian Hatcher *IDG Global Solutions U.K.*
Gilson Brasil da Silva *IDC Brazil*
Flavio Remontti *IDG Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

A There are many competitors that have added more benchmarking components to their offerings since we began doing this in 2003. Our differentiation is threefold. First, IDC's reach that we earn via our brand name is unparalled. This reach allows us to collect and disseminate very sensitive data. There is absolutely no way I could have started this type of research practice without working under a dominant brand like IDC. Second, we have been very thorough about developing a proprietary methodology for how we account for all marketing spending and for how we then normalize that spending data for companies all across the industry. Finally, we give our clients an unfiltered view of the methodology so they can see the rigor behind the work. When the client sees the rigor of the methodology and the data collection against that methodology, it really enhances the value proposition that they see in the research. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **China Martens** wil have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"Did I say 'moats'? I could have sworn I said 'Dig in and get the most for our company.'"
Donald Botts *IDG International Publishing Services*

"Accounting decided to use different methods to crack down on expense reports turned in with missing receipts."
Sam Walker *IDG*

"Are these the latest foolproof intrusion-prevention systems that we installed? Hmmmm, they don't look too employee-friendly."
Nagesh Pai *IDG India*

"I know Pat says in this memo that competition between IDC and its competitors is like war, but I think Kirk took it a bit too literally."
Lewis Ward *IDC*

"We are on target, sir....Our new Linux strategy has caused a sink-or-swim attitude."
Daniel Cardamone *IDC Latin America*

"Ah, so it was a quick SAN they wanted all along."
Tomas Gilså *IDG Sweden*

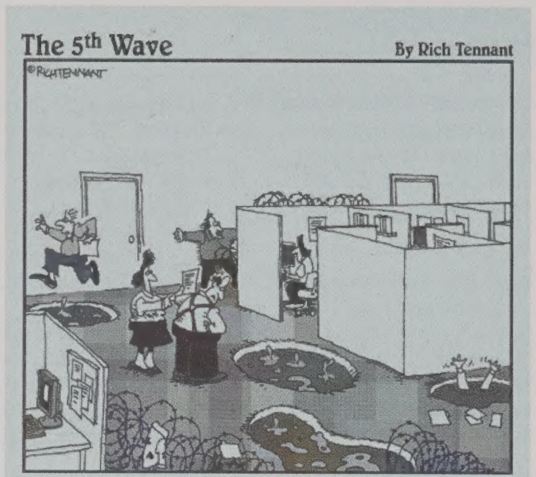
The IDG Employee Photo Calendar Contest deadline is Sept. 15!

'07 edition coming soon!
2006
Employee Calendar
IDG

IDG's annual employee calendar hangs in IDG business unit offices and cubicles around the world. Here's your chance to submit up to two photos and vie for the chance to have your photo earn worldwide visibility in the 2007 version. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Full details about the 23rd annual IDG Employee Photo Calendar contest are on the home page of IDG Central. In sum:

You may submit up to two color or black-and-white prints or 35mm slides on any subject,.taken with a film or a digital camera. Electronic images must be large, high-resolution files of at least 240 dpi. Each entry should be labled (not written on the back of the photo), with a title and your contact info. E-mail or send to World Update (see masthead box on this page).



"I guess Bob went a bit too far with the data mining this time."
China Martens *IDG News Service*

"I think our security administrators have gone way too far this time..."
Tomasz Sloniewski *IDC Poland*

"Sure we lose a few, but it really cuts down on people wandering from their desks."
Jim Ducharme *PC World Canada*

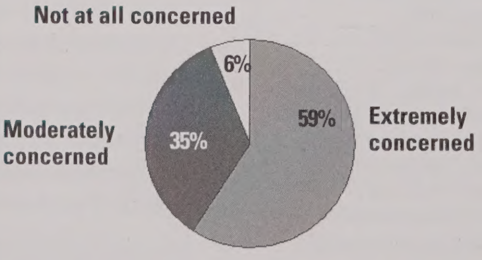
"Mr. Troutman, I think I see the problem. The company's name is Rambo IN THE net Security, not Rambo INTERnet Security, and the contract actually says REAL moat security, not REMOTE security, and...."
Buster Paris *Network World*

Rich Tennant's original caption

"Okay, maybe a decent ERP initiative will improve our business performance, but I still think these sulphur pools and twines of barbed wire in the hallways are slowing us up in some ways."

Question of the Week for July 24

How concerned are you about global warming?



Log on to www.idgcentral.com to vote on this week's question: Do mail-in rebates turn you off when buying products?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World*. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

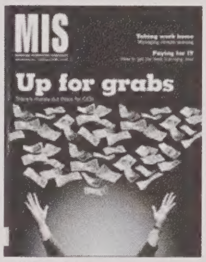
IDG, Fairfax Business Media agree to multi-country deal

IDG U.K. acquires enterprise products; Fairfax licenses titles in three countries

IDG earlier this month signed a deal with Fairfax Business Media (FBM), a multinational publisher headquartered in Australia, that gives IDG a significantly larger share of the U.K. IT media market and partners IDG with Fairfax to serve customers better in New Zealand, Singapore and Malaysia.

IDG acquired FBM U.K.'s monthly MIS magazine, the annual MIS 100, the new quarterly C Magazine and the Market Base database, all of which will be integrated into the London-based IDG U.K. operation. Fairfax acquired the publishing assets of IDG's subsidiary operations in New Zealand, Singapore and Malaysia and will continue publishing them under license from IDG.

"This deal made sense for everybody," said **David Hill**, president & CEO of IDG International Publishing Services. "Fairfax is based in the region and is in a position to give much more direct supervision and hands-on management to the companies in New Zealand, Singapore and Malaysia. A combination of Fairfax's local management with IDG's editorial resources and global sales network is an ideal combination to serve the customers better in these markets. Acquisition of the Fairfax properties in the U.K. also further strengthens IDG's abilities to serve enterprise IT buyers in that market."


MIS will be recast as a CIO-branded title if supported by reader and advertiser research now under way.

U.K. details

The market-leading MIS, which has a BPA audited circulation of 23,052, targets CIOs and other senior IT professionals who need to understand and explain technology investments from a purely business perspective. Edited by **Janice McGinn**, it joins the other 24 titles in IDG's global CIO-product line.

"MIS gives us the ability to offer advertisers a range of advertising and marketing solutions to address

continued on page 4

Revamped PCWorld.com emphasizes community

IDG WORLD UPDATE

Members of San Francisco-based PC World's editorial, production, test center and application development teams take a break from relaunching the monthly magazine's Web site.

2000 was the year of the Napster flap, the Sydney Summer Olympics and when George W. Bush became U.S. president. It was also the last time PC World did a top-to-bottom revamp of its Web site (http://www.pcworld.com/). Last month the San Francisco-based site flipped the switch on its third major overhaul.

Although there had been many changes and tweaks to the site since 2000, "six years on the Web is forever," said PC World VP/Editor-in-chief **Harry McCracken**. "We wanted to move forward and give ourselves a better platform for the future." The redesign wasn't just cosmetic, McCracken said. The PCW application development team rewrote the site's platform from scratch and moved it from a Microsoft-based technology to a Java-based one. "Without this we couldn't have done most of the things we're doing," McCracken said.

McCracken said that in 2000, the site's content was primarily articles and reviews from the monthly magazine. "Now, it will be articles and blogs and user content and audio and video, and it's all interactive. The overarching goal is to provide users with a richer experience and to leave behind the last

continued on page 5

IDG Central blog will chart InfoWorld's online progress

Around the globe, IDG's traditional print publishing units are working to reinvent themselves as multifaceted — print, online and events — media players. There is much to learn and much that can be learned from each other. To that end, InfoWorld.com VP and General Manager **Virginia Hines** has agreed to author a blog on IDG Central in which she will share her group's challenges and successes as they work to transform InfoWorld from a print-centric company to a multidimensional 21st century media business. Beginning today, you can read about InfoWorld's progress in addressing three strategic pillars: community, multimedia and interactivity. Hines welcomes comments, questions and suggestions from IDG colleagues who may be tackling similar challenges.

If you do not have an IDG Central password, use the form on the http://www.idgcentral.com to request one.

In this issue

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Sept. 15 is the deadline for the IDG Employee Photo Calendar Contest *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

IGS staffer hosts Belarus boy through Chernobyl Childrens Lifeline program *page 8*

in brief newsworthy

Full June publication profit margin report available on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of June, see this feature on IDG Central (http://www.idgcentral.com).

CW/IW publications
1. Computerworld Brazil
2. Computerworld Poland
3. China Computerworld
4. Computerworld Norge (Norway)
5. Australian Computerworld

PC World publications
1. PC Tipp (Switzerland)
2. PC for Alla (Sweden)
3. PC World U.S.
4. PC World New Zealand
5. PC World Poland

Macworld publications
1. Macworld U.K.
2. Macworld Espana (Spain)
3. MacWorld Sweden
4. Macworld U.S.
5. Macwelt (Germany)

Networking publications
1. China Network World
2. NetWorld (Poland)
3. Nettverk & Kommunikation (Norway)
4. Network World U.S.
5. Network World (Japan)

Reseller publications
1. Australian Reseller News
2. IT- Branschen (Sweden)
3. New Zealand Reseller News
4. China Computer Partner World
5. Dealer World (Spain)

Games publications
1. GameStar (Germany)
2. GameStar (Czech Republic)
3. GameStar (Hungary)
4. GamePro (Germany)
5. GamePro (U.S.)

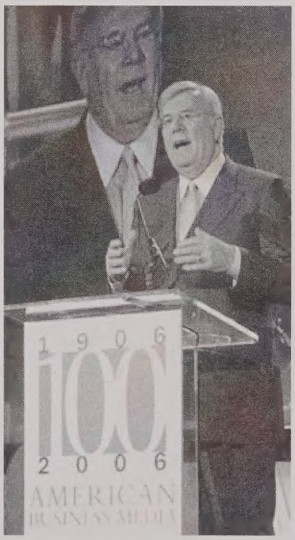
CIO publications
1. China CEO & CIO
2. CIO Japan
3. CIO U.S.
4. CIO New Zealand
5. CIO Germany

McGovern speech sets high standard at ABM meeting

IDG Chairman **Pat McGovern** took center stage at the American Business Media's (ABM) centennial meeting in May, serving as the gathering's lead keynote speaker.

McGovern recalled that at one ABM meeting he attended as a young publisher, a veteran colleague told him "your mission should be to help make your readers successful." He said those words served as an excellent guideline for the development of IDG's information services.

McGovern also said that "studies have consistently shown that the best return on capital comes from investments in learning. Therefore the business press provides its readers an outstanding return on the time and expense they use to read the business press."



DOUG GOODMAN

According to outgoing ABM Chair Hugh Roome, president of Scholastic International, McGovern "set a high tone for the meeting and received the highest score of any speaker I've ever seen for any [ABM] events I've been involved with." WU

Dubai partner holds region's first SOA-focused end-user event

*CPI employees who planned the SOA Forum included (l-r): Database Manager **Miti Agrawal**, Business Development Manager (and SOA Forum emcee) **Alex Sheikh**, Managing Editor IT Publications **Kavitha Rajasekhar Vivek**, Sales and Marketing Director **Amit Pateria**, Network World Middle East Editor **Jeevan Thankappan** and Reseller World Middle East Editor **Nancy Sudheer**.*

IDG's publishing partner in the United Arab Emirates, CPI, held its first Service Oriented Architecture (SOA) Forum in Dubai on July 12. Seventy CIOs, IT managers and special guests convened to listen to case study presentations from CIOs at some of the most well-known enterprises across the Arabian peninsula on how SOA is being used at those companies. According to **Kavitha Rajasekhar Vivek**, CPI's managing editor of IT publications, this was the first SOA-focused event in the region targeted to end users.

Late in the day, in association with the Dubai Quality Group and Experton, an industry consortium and research company, respectively, CPI presented the SOA Vision Awards to recognize companies that are regional pacesetters in the use of IT for business. The awards were made in three categories: business to consumer, innovation and architecture. Sixteen finalists were honored, and one winner for each category was chosen.

The agenda for the forum and award nominees were culled from a survey conducted with more than 300 CIOs and IT managers throughout the Gulf region. The survey showed that while SOA is not widely used, a number of leading organizations have developed SOA programs, and expectations are that the next two to three years will show significant increases in the development and use of SOA.

Founded in 1991, CPI became an IDG partner in 1997 and publishes eight titles under license.

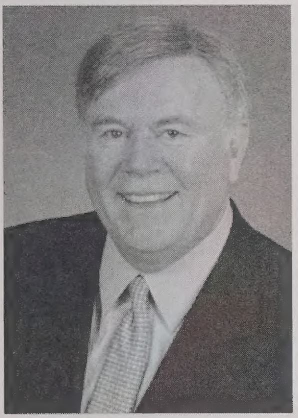
Write to Kavitha Vivek at kavitha@cpidubai.com. WU

IDG Employee Photo Calendar Contest concludes Sept. 15!

There are just a few weeks left to submit photos for the 2007 IDG Photo Calendar Contest. A link to the complete rules is on the home page of IDG Central. In sum: send no more than two photos on any subject to IDG World Update at the address on page 8. If submitting digital photos, they must be high resolution and may be sent to world_update@idg.com. Photos must be received by Sept. 15. Prints will not be returned.

the interview one on one

Pat McGovern
The founder and chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.



> *"I strongly urge IDG media companies around the world to pull out all the stops in order to grow their online revenue to 30% or more of their total revenue within the next 12 months."*

Q IDG just completed the third quarter of its fiscal year. Can you share with us the change in operating profits that IDG experienced in that quarter?

A In the third fiscal quarter, IDG's operating profits increased 49% from last year due to substantial increases in online and event revenue.

Q I heard that IDG sold its business publications in New Zealand, Singapore and Malaysia to Fairfax and that these publications will now be operated under license from IDG. At the same time, IDG acquired two magazines and a database from Fairfax, and these activities will be operated by IDG U.K. Does this mean that IDG has decided to license publications in smaller countries rather than own them as in the past?

A We have found that the management time needed to oversee IDG's media activities in a small country is often as much as in a large country. However, in spite of this management time, smaller countries tended to operate at a loss or at a very low profit margin. So, we have decided to sell our publication assets in some small countries to a local publisher and to license their continuing operation. The transaction with Fairfax accomplished this for three small countries. At the same time, we were able to acquire from Fairfax MIS magazine, C Magazine, and databases serving the CIO and VP/MIS market in the U.K., allowing IDG U.K. to substantially advance in its mission to become a leading provider of information, know-how and peer-to-peer content to leaders in enterprise IT in the U.K.

Q What kinds of user-generated online content do you think are important for a successful IDG Web site?

A The best way to answer this question is to ask a cross-section of the current audience for your information services. Obviously, the information needs of a person in the BtoB market will be much more job-related than a person in the BtoC market. Among the leading areas of interest in user content by the people who visit IDG Web sites are:

1. Ratings by other users of their satisfaction with the IT products and services they use.
2. Ratings by other users of their satisfaction with the support services of the suppliers of the IT products and services they use.
3. Advice from other users on how to solve IT operating problems.
4. Forums and discussion with other IT users about application issues such as security, privacy, government regulations, etc.
5. Advice from other IT managers on how to organize and run an IT department.
6. Advice from other IT professionals on the job market and how to hire and train new people in an IT department.

This information can be provided in the form of blogs or podcasts or webcasts. Advice provided in multimedia form with charts, graphs, illustrations, etc. is likely to be more easily understood and useful than text or podcasts alone.

Q Do you think Africa will emerge as a more profitable area for IDG's products and services in the future?

A Yes. We are keeping a careful eye on the developments in individual African countries to decide when the size of a country's IT market justifies the launch of one or more of IDG's products or services. IDG already has publications and/or research services in South Africa, Kenya, Nigeria, Morocco, Tunisia and Egypt. Countries like Algeria, Libya and the oil-rich countries in West Africa are places where IDG might launch its services within the next few years.

Q What are the key attributes of a successful business unit leader at IDG? Have they changed over the years?

A In my opinion, the key attributes of a successful business unit leader at IDG include the ability to identify unfulfilled needs in the market and to work closely with customers who have these needs to create a product and service that the IDG leader can be proud to provide. An IDG business unit leader should have the ability to recruit excellent people, train them well and motivate them effectively. The IDG leader should be constantly in touch with customers and prospects to keep adjusting to changing needs in the market, and the IDG leader should have a passionate commitment to providing products and services of top quality and with excellent service. These characteristics were important for an IDG leader when IDG started, and 42 years later, they are still, in my opinion, essential characteristics for a successful IDG leader.

Q I know that IDG's print revenue, like that of its competitors, is declining. By what amount has our print revenue declined this year, and has the growth in online revenue been able to make up for the drop in print revenue?

continued on page 4

***Janice McGinn** edits MIS magazine.*

THE C MAGAZINE

Coffee and Capitalism

Launched in July, the quarterly C Magazine looks at strategic business and management issues in the U.K. from the C-level perspective.

Fairfax

continued from page 1

the needs of the most senior buyers of IT in the U.K.," said IDG U.K. Managing Director **Kit Gould**, who said his group expects to change the name of the magazine to CIO but is conducting research among readers and advertisers to confirm that the change would be well-supported.

MIS does not currently have its own Web site, and the IDG U.K. team is working hard to launch a new site, CIO.co.uk, in the next few weeks, Gould said. "We will be launching Computerworld UK a little later this year, which will complete our B2B offerings with a dedicated brand and Web site for each section of the U.K.'s enterprise IT audience: Techworld.com for the technical, networking and infrastructure-focused section; ComputerworldUK.com for IT management and CIO.co.uk for those IT directors and C-level personnel more interested in the strategic issues surrounding the use of technology," he said.

MIS 100 profiles the U.K.'s largest users of IT within the private and public sectors. C Magazine, launched in July for CEOs, CFOs, COOs and CMOs, looks at strategic business and management issues from the C-level perspective.

MIS market BASE

The Market Base database, which Gould called "an extremely exciting part of the business," includes all of the CIOs and senior IT decision makers at all U.K. companies with more than 200 employees. In addition to detailed demographic data, it includes extensive information on installed technologies at each site as well as the size of forthcoming budgets. It currently contains 38,000 individuals, and Gould said his team is planning to develop and expand the database significantly and link it with IDG U.K.'s online registration system.

"Market Base gives us a great and unique asset that we can exploit directly in the areas of circulation development, database subscription and list rental," Gould said. "In addition, Market Base can power clients' marketing campaigns, support lead-generation programs and strengthen our growing events business."

All current employees of Fairfax Business in the U.K. will transfer to IDG U.K., and IDG's Gray's Inn Road office is being retrofitted to accommodate the new staff within the next several weeks.

Asia-Pacific details

Fairfax Business Media is the financial publishing unit of John Fairfax Holdings Ltd., a leading publisher in the Australia/South Pacific region. It will publish CIO Asia, Computerworld Singapore, Computerworld Malaysia and, in New Zealand, Computerworld, CIO, PC World and NZ Reseller.

According to Fairfax Business Media Associate Publisher **Andrew Birmingham**, the majority of IDG staff in Singapore and Malaysia will be retained, though there will be some changes, and in New Zealand all of the editors of the acquired publications will remain. CIO Asia Editor **Fang Yih Teng** will remain with the publication. After the Aug. 25 issue of Computerworld Singapore, MIS Asia Deputy Editor **Irene Tham** will be promoted to editor of CW Singapore. A new editor is being sought for CW Malaysia following the August edition.

"Importantly, the ongoing relationship with IDG provides Fairfax with access to IDG's extensive global IT news service," said Birmingham, who earlier in his career served as the deputy managing director of IDG Australia. "This will allow us to rapidly develop our online editorial properties for the technology industry, which is at the forefront of exploiting the Internet as an advertising channel."

IDG Singapore Managing Director **John Tan** and eight other employees, with several others to be hired, will now focus exclusively on World Expo-related business. He said his aim will be to transplant branded events, such as LinuxWorld and Syndicate, to other Southeast Asian countries. He will also work with larger partners such as national newspapers and regional consumer titles to broaden the attendee base of existing shows, which include Securityworld, LinuxWorld and Virtualisationworld.

Contact Kit Gould (kit_gould@idg.com), Andrew Birmingham (abirmingham@fairfax.com.au) or David Hill (david_hill@idg.com). WU

Fairfax Business Media's Singapore office

The former IDG editorial team in Malaysia will remain at their current location, and Fairfax Business Media is currently reviewing office options for the former IDG New Zealand staff. Former IDG Singapore employees will be moving to Fairfax Business Media's office by Aug. 31:

Fairfax Business Media
152 Beach Road
Gateway East #11-06/08
Singapore 189721
Tel: +65-6339-9382
Fax: +65-6339-9281

One on one

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A IDG's print revenue has declined by 8.8% so far this year. However, its online revenue has grown by 43.3%. In dollar terms, IDG's online revenue last month was 37% greater than the amount of decline in print revenue. And since online revenue is considerably more profitable than print revenue, IDG's operating profits are up substantially from last year.

By the end of this fiscal year, IDG's U.S. online revenue is expected to equal 30% of our total U.S. media revenue. I strongly urge IDG media companies around the world to pull out all the stops in order to grow their online revenue to 30% or more of their total revenue within the next 12 months. WU

IDG

August 21, 2006

Project Manager (CXO)

CXO Media Inc. is seeking a Project Manager to join our Integrated Media team. This individual will be accountable for managing client relations, internal team communication, multimedia integration, operations and project administration for custom content development and integration in print, online and events. The ideal candidate will possess 5-7 years work experience in marketing, magazine publishing, online, events or an advertising agency. The candidate must be able to multi-task in a fast paced environment and be detail oriented. Strong communication and customer service skills are essential. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-835-4489, Email: cxojobs@cxo.com

Program Manager, Procurement and Supply Chain Services (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized BPO (business process outsourcing) and Business Services research team. The individual in this role will serve as IDC's lead subject matter expert on the topic of Procurement and Supply Chain Services (P&SC) and BPO, providing market research, analysis, thought leadership and advisory services n the P&SC BPO services market, as well as a key contributor to IDC's overall BPO research team. This individual will take the lead in developing and delivering IDC's P&SC BPO Services research practice, a role that will involve both the development and delivery of research, and the business management aspects of the practice. Key responsibilities include: following business and IT services companies that compete in the dynamic and evolving global P&SC BPO services market, developing and delivering original studies and research on the P&SC BPO services market, engaging in client-centric business consulting, and acting as a client advisor. The role also requires taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services and BPO Services providers and leading technology providers. The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor; Demonstrate initiative and structure in indecently exploring new topics; Participate in and bring value to a larger team of business services analysts; Demonstrate strong writing, public speaking and presentation skills; Build relationships with key BPO market players and influencers; Participate in business development/sales activities that lead to client acquisition; and Balance multiple roles simultaneously. The ideal candidate should have 10+ years of professional experience, knowledge of Procurement and Supply Chain business practices, and familiarity with the dynamics generally affecting BPO issues. In addition, the successful candidate will be able to contribute to IDC research on the global sourcing strategies of IT and Business Process outsourcers and services providers. A Master's degree in a professional field such as business or international affairs is preferred. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Initially, travel will be limited to 10-15%. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Client Services Representative, Enterprise Major Accounts (IDC)

IDC is looking for a Senior Client Service Representative to work closely with the sales force and our Major Accounts customers. The Sr. CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Sr. CSR will be part of team that provides superior support to designated client base. Specific responsibilities include: being the primary customer service contact for the client base; managing all incoming questions/issues and providing resolution; coordinating training for new customers on IDC resources; coordinating briefings between customers and analysts; assisting with billing and invoicing issues; partnering with Finance to reconcile monthly booking information; and entering customer information into sales databases. Additionally, Sr. CSRs are responsible for assisting sales people with account strategy and building relationships within all client sites. Ideally, the Sr. CSR role spends 40% of their time on internal issues and is then focused 60% of the time on addressing external needs. To be successful in this role, candidates must have a Bachelor's degree (or equivalent experience) with 3-5 years of business experience. Candidates must have a customer service attitude, be dedicated to providing exceptional customer care and be able to communicate effectively (written and oral) with both internal and external clients. Candidates must be able to manage workload efficiently, be organized, efficient and detail-oriented. Ability to multi-task and knowledge of MS office products is required. Experience with PowerPoint and a database system is a plus. This position can be based out of IDC's Framingham, MA, San Mateo, CA or Seattle, WA offices. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Analyst Account Manager (IDC)

The Access Group is seeking an Analyst Account Manager to become part of the Investment Research Services team (IRS) that supports clients with IDC research. This position affords an excellent opportunity to work with a portfolio of financial accounts to deepen client relationships, manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with clients at major financial firms, IDC Research Analysts on a global level and the IDC sales team. Requirements include knowledge of the Information Technology Industry, 2+ years of experience in a customer support or sales role. Must also have the ability to work within a team environment, possess superior verbal and written communication skills, exceptional project management skills and be a self-starter. A college degree is required. ***Location: Framingham, MA***

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Business Analyst, Finances (IDC)

International Data Corporation has an opening in its Framingham, Massachusetts office for the position of Business Analyst, Finances. Forecast and consolidate the Company's monthly operating results, as well as track, measure and report the Company's sales activity. Responsible for forecasting and publishing monthly financial reports, monitoring product-line profitability, assisting in annual budgeting and planning processes, and preparing board level summaries on the status on Insights investments. Prepare financial models on possible acquisitions and partnerships. Must possess at least a master's or its equivalent in Business Administration or a related field and relevant work experience. Must possess experience with Visual Basic programming used to consolidate business unit budgets, and template building for modeling in the forecasting process; linear programming, optimization, and risk simulation tools; mergers and acquisitions; and familiarity with creating corporate pre-IPO market cap equity evaluation; managing the due diligence process for acquisitions; financial budgeting, forecasting and corporate financial reporting processes; and building board level trend analysis and reporting for business strategies. Forward resume to Leslie L. Bachand, Senior Benefits Specialist, International Data Corporation, 5 Speen Street, Framingham, MA 01701. ***Location: Framingham, MA***

Contact: L. Bachand, Fax: 508-935-4432, Phone: 508-935-4624, Email: idc_jobs@idc.com

Director, Buy-side Investment Research Services, Semiconductors (IDC)

IDC, the global leader in advisory research on the adoption of technology, seeks a Director to develop and lead the Buy-side Investment Research Services program for the Semiconductor market. This position will be responsible for developing research and working on custom consulting projects covering the companies in the Semiconductor sector. Additional responsibilities include: writing research and working on custom consulting projects covering the companies in this sector: participating in budgeting, forecasting, annual planning and monthly financial reconciliation; developing new business opportunities within existing accounts and with new customers, leveraging the sales team and channel partners; and participation in conferences, web casts and other public presentations about the research topics. The successful candidate will have a proven track record of understanding the needs of the investment buy-side community; a strong public presence and a proven capacity to forge alliances and promote productive collaborations; 5-10 years experience in the investment community with a focus on the IT industry; demonstrated success in team building; an advanced degree in a field related to business management, science/technology, and/or advisory research, preferred; ability to travel. ***Location: Framingham, MA***

Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Operations Associate/Receptionist (IDC)

The General Services group is seeking a part-time (30 hrs/week) Operations Associate for the San Mateo office. The Operations Associate is an individual who assists with the operations of the office to ensure a comfortable work environment. The Operations Associate manages the inventory of supplies and replenishes items as needed, this includes office, kitchen and first-aid supplies. The individual is responsible for filing research, data entry, handling shipping and receiving, sorting mail, lifting and moving heavy items and boxes, and works on a variety of facilities projects. The individual will provide back-up to the main receptionist which includes greeting visitors and operating the switchboard. The ideal candidate will have good communication skills and the ability to work in a dynamic team environment and have reception and facilities experience. Candidate must be able to communicate clearly (written and oral), be a self-starter, energetic, responsible team player, organized with attention to detail, ability to solve problems, and be able to life 50 lbs. Applicants must have experience working with Microsoft Office suite and be able to learn new software. ***Location: San Mateo, CA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive, Industry Majors (IDC)

IDC's Industry Sales Group is seeking an Account Executive who will focus on selling IDC's research products to a select base of industry vendor clients primarily on the east coast. This position will work directly with the Group Vice President of Sales, Major Industry Accounts in support and development of this client base. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new products to develop and sell. Requirements for the position include 3-6 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with IT and Telecommunication industry a plus. The ideal candidate will be motivated, proactive, responsive and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position will require approximately 25% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager, Hardcopy Usage (IDC)

IDC is seeking a Program Manager to launch a new service that tracks and projects hardcopy usage in the U.S. Areas of coverage include developing partnerships to track volume, developing the deliverables themselves and the associated infrastructure, and the client business development. Deliverables will require taking raw empirical data inputs and applying segmentation and forecasts to them. Over time, this person will evolve and expand coverage, including facilitating coverage in other geographic regions. We are looking for a seasoned professional who can both develop the product and deliverables as well as generate business. The ideal candidate will have 10+ years of hardcopy industry experience and critical skills in technically building the product, business development, analysis, and forecasting. The ability to synthesize and analyze multiple industry trends in a logical and forward-thinking manner, the ability to write clear and insightful research, experience meeting multiple, simultaneous deadlines, and strong interpersonal skills to develop successful client, analyst and sales relationships. Travel as needed to get the job done, is expected. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Representative, Industry Majors (IDC)

IDC's Industry Sales team is seeking a Sales Representative to work closely with east coast Industry Majors sales team. This position will report to the GVP, Industry Sales. This Sales Representative is part of the sales cycle including, prospecting, proposal generation, interest development, education, lead generation, and developing a wider and deeper client relationship that will lead to increased revenues. This position will require less than 5% travel to include client visits, functions and internal meetings. A successful Sales Representative will be able to work independently in supporting account needs and developing new business opportunities while also working collaboratively on projects and client matters. Strong communication skills and the ability to conduct themselves professionally in all sales situations, a must. Some familiarity and/or experience in the data communications and telecommunications industry are beneficial to this position. A Bachelor's degree in Marketing or Business preferred (or equivalent experience) with 1-2 years experience in IT, market research industry or sales.
Location: Framingham, MA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Applications Developer (IDC)

The IDC IT group is seeking a Senior Applications Developer who has experience creating and enhancing software applications that are used both internally and externally in IDC. Most applications are web based in order to support IDC's global infrastructure and customers. The individual in this position will play a key role in mission-critical system design, development and deployment on all of IDC software platforms. Systems cover all aspects of IDC's business including content management, analysis tools, customer searching tools, delivery mechanisms and data input. The Senior Applications Developer will primarily interact with the IT planning group in Framingham. This can also include leading teams of developers on several projects. The individual in this position can be responsible for several if not all pieces of a design including front end, back end and business logic. At least eight years of working experience with a relational database and stored procedures/packages. Oracle pl/sql is preferred but SQL Server transact/SQL will be considered. At least 4 years of JAVA and JSP experience or equivalent is required. Additional experience with Excel, Verity, Microsoft Word object model and VBA is also desired. ***Location: Framingham, MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Consulting Director, Vertical Markets Consulting (IDC)

IDC's U.S. Vertical Markets Consulting practice is responsible for developing and conducting market research and consulting assignments focused on technology needs, demand and opportunity by industry, including manufacturing, healthcare, government, retail and financial services. We are currently seeking a Consulting Director to help develop and drive IDC's consulting and custom research practice. The Consulting Director will be a member of IDC's Consulting team and IDC's Vertical Markets Research group. This involves developing consulting business, leading and managing projects, and developing practice strategy in concert with senior management. The Consulting Director will partner with IDC industry analyst, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT vendors and user enterprises. The Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Vertical Markets Consulting business, including development of new practice areas. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The individual should have 5+ years of professional experience with a focus on client development, solution creation with senior level executives, project management and execution, analysis and writing abilities along with strong public presentation and communication skills. Experience working in an entrepreneurial environment and knowledge of the IT and one or more vertical industries is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. A bachelor's degree is required and a master's degree is preferred. This position requires approximately 15% travel.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Coordinator (IDGE)

IDG Entertainment is seeking a Sales Associate to join the growing sales team in our New York City office. This position will report directly to the East Coast Advertising Director. Responsibilities include lead generation, coordinating and facilitating meetings, RFP generation, administrative support and overall account/client customer service. Additional responsibilities include coordinating the advertising function between clients, agencies, sales representatives, production department and billing. This position requires 1-3 years of business experience including excellent phone skills, attention to detail and familiarity with Microsoft Office. ***Location: New York, NY***
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Program Director, Consumer Packaged Goods Industry (MI)

Manufacturing Insights is seeking a research director to lead the Demand Management Strategies product family. The research director will have responsibility for Demand Management, the Chemical and Consumer Package Goods industry, and emerging trends in the use of Radio Frequency Identification (RFID). He/she will be responsible for coordinating the research agenda with other Manufacturing Insight analysts as well as other Analysts throughout IDC. The individual must have strong project management experience as well strong writing and presentation skills. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand and supply side of technology markets. The research director will oversee a number of research programs. In overseeing these programs, the director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The director will be responsible for developing and maintaining business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The desired individual will have an undergraduate degree with 5+ years working experience in Demand Management. Experience in the Consumer Package Goods or Chemical industry and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: Ability to design and implement new processes; Strong project management skills with a constant eye on detail; Ability to provide actionable advice to executive level management; Strong collaboration skills; Strong presentation skills; Strong modeling skills; Strong business development skills; Comfort working in a fast-paced, ever changing environment; and Creative problem solving. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Management Associate (IDGC)

IDG Communications is seeking a recent college graduate to enter IDG's Management Associate Program. The Program and related assignments are structured to provide a solid understanding of the business fundamentals required to create and deliver a print or online publishing/media product and designed to expand publishing competence around that core. The successful Management Associate will carry out work for the Sr. VP of Online, the President of IDG Communications and other members of IDG's Senior Management Team. The Associate will be engaged in short- and long-term project work at both the corporate and IDG business unit level. A typical project may include: assessing the strengths and weaknesses of competitive products summarizing results, and developing presentations to identify and target competitive advantages, or; conducting best practice research and analysis and providing recommendations to guide IDG initiatives in areas such as search engine optimization, lead generation programs, etc. Initial Management Associate assignments are for a 9- to 12-month period. At the conclusion of each Management Associate's term, s/he is placed in competition for positions either within IDG or the IDG family of companies. The ideal candidate will have strong demonstrated research, quantitative and analytical skills, as well as excellent verbal and written communication skills. The ability to work independently and take initiative, influence without authority, and develop internal relationships is key. Print/online media-related business experience, or journalism experience combined with business coursework, is helpful but not required. Spreadsheet skills (Excel) and database query skills are also helpful. Bachelor's degree required.
Location: San Francisco, CA
Contact: C. Burton, Phone: 508-935-4595, Email: afjobs@idg.com

Operations Manager (WEC)

IDG World Expo is seeking a motivated event professional to join the Event Services Team. The primary responsibility of the Event Operations Manager will be responsible for organizing and submitting show orders (AV, catering, telecommunications, equipment, shuttles, security, medical services, décor, signage, etc), maintaining updated exhibit floor plans to include expansion/consolidation/capacity levels, producing and distributing exhibitor materials (i.e. manuals, newsletters), partnering with sales and marketing staff to conceptualize, detail and fulfill marketing promotional opportunities, ensuring consistency of even brands onsite through signage, banners and décor, coordinating onsite logistics, preparing post even reports, forecasting and maintaining event budgets, and researching and recommending cost saving measures. The Events Operations Manager will also be expected to be knowledgeable about venue rules & regulations as well as union work rules. Ideal candidates will possess 5 plus years of even industry or related experience, excellent prioritization and organizational skills, budgeting and forecasting, the ability to manage multiple deadlines, ability to capture detailed information accurately, as well as short and long range planning. Proficiency with MS office including PowerPoint required. Experience with SalesLogix, Adobe and AutoCAD floor plan management is a plus. This position will include travel to several of our events, including some weekend travel. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Marketing Director (WEC)

IDG World Expo has an exciting opportunity for a high-energy, entrepreneurial, strategic marketing professional to join the team. Working closely with the VP of Marketing, the Marketing Director will oversee all marketing communications activities with the goal of increasing the quality and quantity of attendees at each of our events, growing the revenue of each of our events, and protecting and building the integrity of our event brands. The Marketing Director will be responsible for the development and implementation of strategic marketing plans and production schedules for each of our events including: management of the copywriting, design, layout and print production of all corporate and event brand collateral; development, production and tracking of email and direct mail promotions, newsletter sponsorships and banner ads to generate leads; production of sales tools such as collateral and promotions for exhibit and sponsorship sales. This person will also have budget management responsibilities and can expect to be assigned special projects as the business requires. Ideal candidates will possess a Bachelor's degree in Communications, Journalism, Advertising or Marketing, a minimum of 10years of marketing communications experience, as well as 5 years or more of proven management and staff development experience. Knowledge of events and the high-tech industry is a must and an MBA or Master's degree is preferred. Candidates must possess strong writing skills, the ability tot develop and foster strategic relationships with vendors, agencies, and partners and significant experience with project management, production management and agency/vendor management. Candidates must be able to navigate and juggle multiple initiatives in a fast paced business. Some travel is required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

IDG

Current Jobs, Week of August 21, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	Network and Desktop Support Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Cust Pub	Project Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Exec Progs	Director of Event Marketing	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Exec Progs	Director of Operations, Executive programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Account Services Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Web Marketing Coordinator	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Online Regional Sales Manager	San Francisco CA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Admin	Part-time Office Associate	Paramus NJ	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
IDG Corporate Sales						
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Edit	Assistant Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Associate Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Copy Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Sales Coordinator	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Bus Dev	European Online Business Developer	Staines UK	Piper Sheer	piper_sheer@idg.com	508-935-4791
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Research						
	Research	Marketing Research Manager	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Online	Audience Development Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Multimedia Producer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Account Executive	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
International Data Group						
	HR	Training and Development Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
International Publishing Services						
	PR	Public Relations Internship	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Event Sales Representative	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Sr. Conference Producer	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Operations Manager	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Marketing	Marketing Director	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Strategic Relationship Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Vice President, Event Marketing	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC						
	Admin	Operations Associate/Receptionist	San Mateo CA	Jim Klepper	jklepper@idc.com	508-935-4143
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Vertical Markets Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cust Serv	Analyst Account Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Client Services Representative, Enterprise Major Accoun	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Cust Serv	Sr. Client Services Representative, Industry Major Accounts	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	IP&S	VP, Interactive Products	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Resea	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Operations	Business Analyst, Finances	Framingham MA	Leslie Bachand	lbachand@idc.com	508-935-4624
	Research	Director, Buy-side Investment Resarch Service, Semiconduc	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Director, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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IDC - Manufacturing Insights						
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	Research	Program Director, IT Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
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Go to http://careers.idg.com to view all current job opportunities at IDG

Redesign tips

PC World VP/Editor-in-chief **Harry McCracken** offered the following five tips for publications redesigning their Web sites:

Stay true to your mission. At PC World, we had the luxury of having a basic mandate — helping smart people choose, buy and use technology products — that's more relevant than ever. Our redesign was about doing that even better, not abandoning it.

Be Web-native. Even if your site happens to be associated with a venerable print brand, it needs to be a satisfying, extremely 'Webby' experience. Features such as personalization, rich media, user content and other things you can't do in print are absolutely key.

Talk to your users. Many of the ideas incorporated into the new PCWorld.com came directly from the real, tech-savvy people who participated in our usability testing. They both confirmed some of our thinking and told us things we wouldn't ever have guessed on our own.

Keep workflow in mind. If the redesign is anything other than a superficial cosmetic one, you'll probably need to change processes behind the scenes, too. For instance, our approach to art production is evolving to serve the new site.

Have a thick skin. If the initial response from users includes passionate complaints from some folks, that's both normal and a compliment. (The time to worry is when nobody really cares about major changes to your site.) We're already incorporating user feedback into additional tweaks we're making.

PCWorld.com

continued from page 1

signs that this is a magazine that happens to have a Web site."

According to McCracken, the biggest change to the site is the broadening of its community aspects. Registered users can now contribute their own product reviews, comment on PCW articles and discuss industry topics in the message forums. The site's home page can also be customized to a registered user's specifications. Users can edit a Featured Content section of site highlights to match their interests, selecting from feeds on more than 20 topics such as Hardware Reviews, Columns and Blogs and Digital Cameras. In My Pages, users can also compile a library of up to 10 site pages they want to return to in the future.

Since PCWorld.com users are often looking for something very specific, "we reorganized the site and made things easier to find," McCracken said. The top-left side of any page on the site offers a vertical navigation bar with links to 14 Info Centers that offer an array of resources on popular topics from Desktop PCs and Monitors to Cameras and Cell Phones and PDAs.

> *"This is a big leap forward for us in being a truly modern site."*
>
> *— Harry McCracken*

"We tried to make it a site you want to stay at longer," McCracken said.

The site's popular product reviews section now offers a Review Finder link at the top of every page. Users can select a product category, refine their search parameters and get a list of every product PCWorld.com has reviewed that matches their criteria. Product reviews include specifications, pros and cons, a PC World rating and links to merchant sites; product photos are also larger and offer multiple views. Users can read reviews from other readers and, if registered, add their own. The site's Downloads area also offers users other opportunities to rate, review and discuss shareware, freeware and demos.

PCWorld.com's four popular community and opinion blogs, written by the magazine's editorial staff, transferred to the revamped site, and a staff-written security blog will be launched soon. McCracken said his team is "ramping up" video content and that podcasts will debut later this year.

In order to increase the new site's rankings it has been made more search-engine friendly, McCracken said, noting that "a huge percentage" of the site's users come from search engines, "so every page needs to be a home page. Our goal, however, should be to get people to come directly to PCWorld.com, rather than from a search engine, so there's now more PCW branding more prominently on the site."

The redesigned site has been made more flexible and more modular to accommodate a variety of current ad formats as well as future ones. The site will soon offer custom client-sponsored spaces in which vendors can educate readers on their product or industry segment, while being surrounded by PCW content.

The site redesign process began in early 2005, and PC World chose MetaDesign as an outside design partner. "They're a world-class outfit," McCracken said, that has done work for Adobe, Nike and The Economist. "Working with them, talking about where we wanted to go let us be far more ambitious than we could have been by ourselves. Because they weren't deeply invested in PCW's past, they brought in outside thinking."

In-house, there was no one mastermind behind the site, McCracken said, but rather a group effort of dozens of PC World staffers, with VP/Publisher, PCWorld.com **Michael Carroll**; Chief Technology Officer **Aaron Jones**; Creative Director **Robert Kanes**; Senior Producer **David Lake**; PCWorld.com General Manager **Ulla McGee**; and Editor, PCWorld.com **Bud McLeod** heading up key departments.

The new community forums have already provided user feedback about the new site. "We're getting people who like it a lot or not at all," McCracken said, adding that many of the criticisms were constructive and concerned issues that are currently being addressed, "as well as things we hadn't thought of and bugs we hadn't discovered that users did."

"We've done a good job of staying true to PC World's mission — we're still focused on the tech-savvy person using technology at work and at home," he continued. "But this is a big leap forward for us in being a truly modern site." The previous version of the site was "old-fashioned" with small graphics for people with only dial-up capabilities. The new site has larger graphics, which makes the site more useful, especially when it comes to product reviews. "The redesign does not involve any fundamental changes in who we see ourselves as serving," McCracken said. "But their needs are changing and becoming more sophisticated, and we're keeping up with them." WU

noteworthy people

Promotions

Yorke

IDG Corporate Sales VP **Matthew Yorke** has been promoted to senior VP and will be responsible for all Corporate Sales operations. "I have been delighted with the progress Matthew has made over the last two years in the U.S. with account management," said IDG Global Solutions President **John O'Malley**. "Having worked with Matthew for seven years now, I knew what I was getting when he agreed to join me in the U.S. Matthew has always brought passion and commitment to every role he has had at IDG and has been a pleasure to work with. The results in Corporate Sales are a credit to him and this team." *matthew_yorke@idg.com*

Klinkenberg

As part of a restructuring of its Web group, IDG Germany has promoted Macwelt and tecCHANNEL Publisher **Frank Klinkenberg** to the new position of director of online development. He will coordinate the publishing side of all Internet projects at IDG Germany and direct their implementation.

Martino

Canio Martino will take over the publisher's role at Macwelt, as well as continue as CIO Germany publisher. "Frank is a successful publisher with great online skills and a profound understanding of online business models and technical implications," said **Stephan Scherzer,** IDG Magazine Verlag group publisher. "Together with the management and IT teams he will optimize our production resources to push online growth. Canio has done an excellent job with the CIO brand in Germany and is the right person to lead Macwelt into the future." *fklinkenberg@idginteractive.de* *cmartino@cio.de*

New employees

CXO Media has hired **Matt Avery** as VP/Integrated Media. He previously worked for CMP Media as associate publisher of Information Week and publisher of Optimize. A graduate of Seton Hall University in South Orange, N.J., he holds a B.A. in advertising with a minor in business administration. He is an avid baseball fan, a "closet musician" who plays the piano and drums and a music CD collector. He and his wife have two sons, ages three and nine months. *mavery@cxo.com*

Editorial Coordinator **Sowmya Manjunath** comes to IDG India from iSeva Systems Pvt. Ltd., where she was a technical support engineer for Symantec Internet security products. She earned a diploma in electronics and communications from Jayachamarajendra Polytechnic College in Bangalore. In her spare time she enjoys singing, participating in debates and reading suspense and detective novels. *sowmya_m@idgindia.com*

Research Director **Sue Lyon** comes to IDC's Hardcopy Peripherals and Document Solutions group from Xerox Corp. where she was manager, Corporate Competitive Intelligence. She holds a B.S. in environmental studies from the University of Vermont and an M.B.A. from the College of William and Mary in Williamsburg, Va. Besides raising two teenagers, she enjoys skiing and all water sports. *slyon@idc.com*

Network World's LinuxWorld.com has hired **Don Marti** as site editor; he was previously editor-in-chief of Linux Journal. He holds a B.S. in biology from Indiana University and an M.A. in journalism from New York University and recently organized the FreedomHEC conference on Linux device drivers and new hardware support in order to bring together hardware manufacturers and kernel developers. *dmarti@nww.com*

IDC Singapore has hired **Lina Wong** as an analyst with the Asia/Pacific IT Spending and Verticals research team. She was previously with the Health Promotion Board conducting research and evaluation in public health, specializing in smoking control and childhood injuries. She graduated from Australia's Curtin University of Technology with a B.A. in commerce, specializing in marketing and management. *lwong@idc.com*

Yang Ting joins IDC China as senior analyst with the Software and Services team with a particular focus on technology product support services. Before joining IDC, Yang was a pre-sales consultant with Beijing Deep-Thought and a principal sales technologist with Capital Information. Yang holds an M.A. in automation and marketing from Beijing Industry and Business University and is currently enrolled in a part-time M.B.A. program at Tsinghua University. *tyang@idc.com*

Copy Editor **Tapasya Kumar** comes to PC World India from her role as senior copy editor with the online division of The Indian Express. She holds an M.A. in IT from Punjab Technical University and a degree in journalism from Bhartiya Vidya Bhavan. In her free time she enjoys cooking and music. *tapasya_kumar@idgindia.com*

Previously a research analyst with the market research firm Veta Research & Consulting, **Sunghwan Hwang** joins IDC Korea's Enterprise group as a market analyst. He will be responsible for IM tracker and various software market research in Korea. He holds a degree from Kyung-Hee University and will complete an M.A. in IT management from Hanyang University this month. *shhwang@idc.com*

PETER SHORT

Knapik

Sara Knapik is IDC Framingham's new junior staff accountant. She was previously a bookkeeper with Worcester (Mass.) State College, from which she holds a B.A. in accounting. In her free time she enjoys swimming and spending time with family and friends. *sknapik@idc.com*

Previously self-employed, **David Cohen** joins CXO Media as a senior Web developer. He holds a B.S. from the University of Massachusetts/Amherst with a double major in biology and computer science. He enjoys motorcycles, travel and games of all sorts. *dcohen@cxo.com*

Et cetera

Computerworld Conference Manager **Nancy Felsheim** recently completed the Meeting & Event Management Certificate program at Northeastern University's School of Professional & Continuing Studies in Boston. The program addressed every aspect of managing an event from selecting the best site to financial and contractual agreements to program design and execution of the actual event. Nancy joined Computerworld's Strategic Programs and Events group in June 2005. *nancy_felsheim@computerworld.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Carolyn Medeiros *Computerworld*
Kim Pennett *Computerworld*

21
Hans Weber *IDG Germany*

19
Anne-Lise Wang *IDC Denmark*

18
Phyllis Borden *IDC*

17
Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*
Brad Christenson *IDC*

16
Lisa Ladle-Wallace *Computerworld*
Sven-Erik Remmare *IDG Sweden*

15
Patrice Desmedt *IDG France*

13
Thierry Parisot *IDG France*

12
Bill Hanck *Computerworld*

11
Stefan Bohlin *IDG Sweden*
Gemma Dietrich *IDC*
Danielle Levitas *IDC*

10
Maria Koprowska *IDG Poland*
Joel Åsblom *IDG Sweden*
Michael Cousins *IDC*

9
Sandra Buckton *IDG Australia*
Christopher Dawe *IDC*

8
Marie Sörberg *IDG Sweden*
Amy Konary *IDC*
Christina Kearney *IDC*

7
Mark Hall *Computerworld*
Cushing Anderson *IDC*
Lee Levitt *IDC*
Kalpana Ettenson *PC World*
Jim Hutson *PC World*
Lisa Mireles *PC World*

6
Paul Withington *IDC U.K.*
Doug Jeans *IDG Australia*
Max Fuller *IDG Australia*
Markus Pilzweger *IDG Germany*
Judith Hodges *IDC*
Charles Kolodgy *IDC*
Susan Kevorkian *IDC*
Bill Clough *IDC*

5
Leslie Bachand *IDC*

4
John Amato *Computerworld*
Michael Shirer *IDC*

3
Pat Oliver *Computerworld*
Chris McMahon *Computerworld*
Anna Bieniak *IDG Poland*
Nigel Wallis *IDC Canada*
Mary Johnson *InfoWorld*
Paul Roberts *InfoWorld*

2
Fabio de Almeida *IDG Brazil*
Rodrigo Crocco *IDG Brazil*
Clare Howell *IDC U.K.*
Giles Mallon *IDC U.K.*
Marie Hemberg *IDG Sweden*
Peter Skinner *IDG Sweden*
Belinda Samuels *IDG Netherlands*
Michelle Hockman *IDC*
Ankoo Baktra *IT World Canada*
Eileen Joseph *IDC*
Amita Potnis *IDC*
Chris Chong *IDC Australia*
Francine Khoo *IDC Singapore*
Soo Kyum Kim *IDC Korea*

1
Adriana Halbac *IDG Entertainment*
John De Julio *IDG Entertainment*
Daniela Moreira *IDG Brazil*
Zishan Mohammad *IDC France*
Emma Field *IDG U.K.*
Nancy Gohring *IDG News Service*
Lynne Dunbrack *IDC*
Elizabeth Conner *IDC*
Elizabeth Curtis *IDC*
Heather Richards *IDC*
John Grady *IDC*
Lee Bedar *IDC*
Robert Mucci *Connell Communications*
Jacky Chen *IDC China*
Bryan Yuan *IDC China*
Sueyjiun Lin *IDC Taiwan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Directions volunteers dine al fresco

JOAN JOLLEY

(From left, clockwise): ***Doreen Francy, Lloyd Kosh, Jon Guloyan, Jean Marshall, Brenda Casey*** *and* ***Kim Muri*** *enjoy lunch outside IDC's Framingham, Mass., office.*

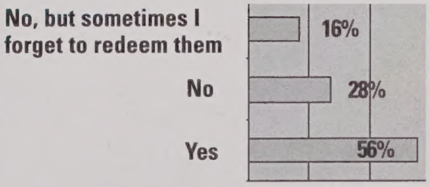
At this year's IDC Directions events in Boston and San Jose,Calif., more than 100 IDC employees volunteered to staff the events at the registration desk or serve as room monitors, greeters, guides and in other support roles. In appreciation for their efforts, the U.S. Conference Group team held a thank-you picnic at IDC in Framingham and a pizza party in San Mateo, Calif., and more than 50 volunteers attended.

World Update available as a PDF

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

Question of the Week for Aug. 7

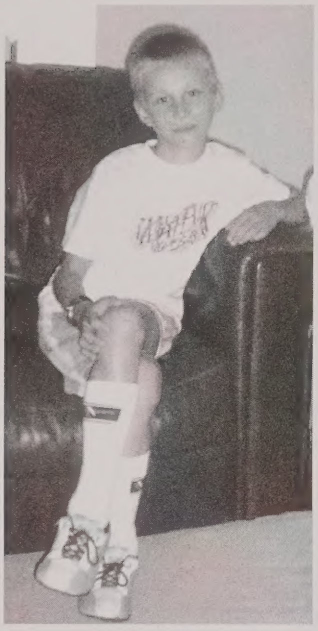
Do e-mail rebates turn you off when buying products?



Log on to www.idgcentral.com to vote on this week's question: Do you think dethroned Tour de France winner Floyd Landis used a banned substance?

IGS staffer sponsors Belarusian child's stay in London

Gina Rowles found out that boys like toys, not palaces. Rowles, credit controller with IDG Global Solutions EMEA in London, recently sponsored 11-year-old Leonid Cheropko's four-week stay in the U.K. through a charity called Chernobyl Childrens Lifeline (CCLL).



*Eleven-year-old Leonid Cheropko 's four-week stay in London with IDG Global Services EMEA Credit Controller **Gina Rowles** (opposite) could lengthen his life by two years.*

CCLL was set up to bring Belarusian children between the ages of 10 and 12 to the U.K. in the summer for a respite from the radiation fallout from the 1986 explosion of a nuclear power plant in Chernobyl, Ukraine. Although each child chosen by the charity can visit the U.K. only once, a four-week stay is expected to increase a child's lifespan by two years.

"Many children in Belarus may start to get sick at this age due to radiation's effects on their thyroid glands; the children are also more susceptible to bone cancer and leukemia," Rowles said. "As a host family, we cared for him as we would our own child. Although we are not paid, we provided Leonid with new clothes, shoes and plenty of good, nutritious food. We supplied him with multivitamins to take back home for him and his younger brother."

> *Rowles said that Leonid's English consisted of "yes," "no" and "thank you." "We got by amazingly well with a basic Belarusian phrase book and sign language — though I'm sure he knew more than he was letting on!"*

Rowles said she became interested in CCLL after seeing an article in her local newspaper seeking host families. "I thought that that was something I would like to do in the future when we had children of our own but did not follow up," Rowles said. A couple of weeks later Rowles saw a longer article in the newspaper; CCLL was desperate for hosts. "That was on a Friday; I called and spoke to the coordinator on Monday, and we were signed up on Tuesday!"

Rowles said she works weekends with English children in foster care. "Seeing the difference my time made to those children directly led me into giving my time in being a host family for a Belarusian child. This is one of the best decisions I have ever made."

CCLL arranged various activities for the nine visiting children during the month they were in the U.K. They went to movies, amusement parks, a toy factory, a river trip on the Thames, the local fire station and trips to the seaside (since Belarus is land-locked the children have never seen the ocean). Rowles planned her own activities for her charge, including trips to the London Zoo, a safari park, Hamleys toy store on Regent Street and Buckingham Palace. "He was a typical 11-year-old boy and was more interested in playing games and with remote-control cars at Hamleys than seeing where the Queen lives," Rowles said.

JOANNE WILLIAMSON

Gina Rowles

Rowles said she and her family speak no Belarusian and that Leonid's English consisted of "yes," "no" and "thank you." "We got by amazingly well with a basic Belarusian phrase book and sign language — though I'm sure he knew more than he was letting on!" she said.

Leonid is very small for his age, according to Rowles, and fit in clothes for a 7- to 8-year-old. "For that reason alone we sometimes forgot his is 11. He is very energetic, though; he loved going out on his skateboard and rollerblades. We also took him to the park to play football and on the swings, he played in the garden with water guns and with our dog just as an English child would."

Rowles said Leonid did not eat much for the first few days but gained more confidence by the day and ate more and more. "We took him to our local supermarket so he could pick out food that he liked," she said, "and he was fascinated by the conveyer belt at the checkout. We had been told the children absolutely adore McDonalds, so we limited those visits to once a week!

"We just hoped he had a fantastic time here in the U.K. and went back home with many happy memories," she said.

CCLL must raise a minimum of £350 (US$640) per child to get bring them to the U.K. If you would like to donate money or learn more about CCLL, contact Rowles at gina_rowles@idg.com. WU

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Chip Taylor *PC World*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World*. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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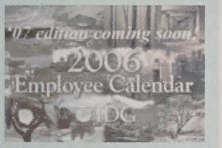
WWW.IDGCENTRAL.COM

Last call for photo calendar entries!



IDG's annual employee calendar hangs in IDG business unit offices and cubicles around the world. Here's your chance to submit up to two photos and vie for the chance to have your photo earn worldwide visibility in the 2007 version. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Full details about the 23rd annual IDG Employee Photo Calendar contest are on the home page of IDG Central. In sum:

You may submit up to two color or black-and-white prints or 35mm slides on any subject, taken with a film or a digital camera. Electronic images must be large, high-resolution files of at least 240 dpi. Each entry should be labeled (not written on the back of the photo), with a title and your contact info. E-mail or send to World Update (see masthead on back page for address).

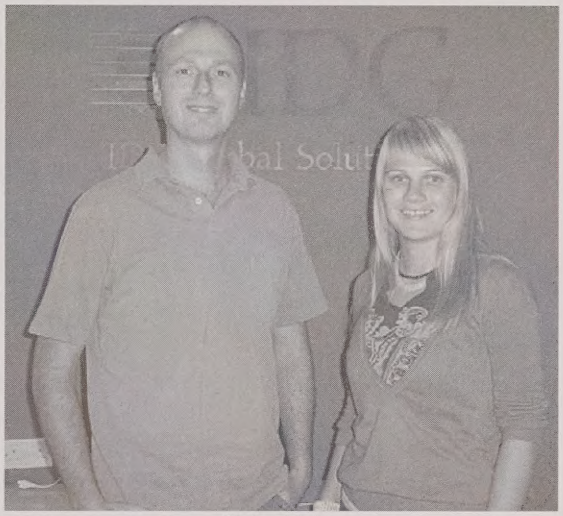
Don't miss the Sept. 15 deadline!

Pan-European IGS program short-listed for prestigious award

Implemented on behalf of CA, program was supported by 12 IDG units

A first-of-its-kind multi-country marketing program spearheaded by IDG Global Solutions EMEA and supported by 12 IDG business units across Europe has been named a finalist for a highly prestigious media and marketing award. Implemented on behalf of Computer Associates and designed primarily as a brand awareness initiative, the pan-European "Partner Zone program" was short-listed for Best Contribution to an International Campaign by a Media Owner in the upcoming M&M Awards, sponsored by Media and Marketing Magazine and set for Sept. 14.

The program consisted of a custom site embedded within 12 participating IDG Web sites and was designed to enhance the perception of CA as a leading provider of products and services in the Compliance space. Each site incorporated content and advertising provided by CA along with other third-party content including business case histories, white papers and news releases, and independent IDG editorial content developed by each of the local business units.



*IGS EMEA Associate Director **Richard Robinson** and Interactive Campaign Manager **Johanna Littleproud** were deeply involved in bringing the Partner Zone program to life.*

"This local editorial involvement is one of the unique points of the Partner Zone program," said

continued on page 5

Turnkey platform lets IW jump start community-building effort

Free, secure service has attracted 5,000 executives since April launch

With its IT Exec-Connect service, InfoWorld is founding a community for the future. The free service, launched in April and still in beta-test mode, lets IT executives connect and communicate with their peers, product and systems experts, as well as the InfoWorld staff.

After registering and creating a profile at http://infoworlditexecconnect.leveragesoftware.com/, members can search, match and connect with other IT Exec-Connect members, plan online or offline meetings with them, participate in online forum discussions and increase their network of industry contacts with whom they can exchange ideas and develop partnerships. InfoWorld's service, built in conjunction with San Francisco-based Leverage Software, is secure; members can view each other's profile information, but names, e-mail addresses and contact information are kept private unless members choose to share them.

"As soon as I arrived at InfoWorld last October, I identified building our community as an important goal," said **Virginia Hines**, VP and general manager, InfoWorld.com. By working with Leverage she said she saw an opportunity to get a turnkey community platform up and running quickly, without putting additional strain on the InfoWorld IT team. "We accepted some limitations and awkwardness by working with a partner with a pre-existing platform, but that platform meets our short-term needs and lets us start building the community immediately at a reasonable flat-fee cost," she said.

Hines added that she could see bringing the community completely in-house, "but not until it grows substantially and we get a clear vision of how to add more value than the Leverage platform provides now. As uptake increases and we learn more about what people need and what features are most valu-

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IT Exec-Connect is currently getting more than eight page views per visit — one of the highest for any content area on the IW site — and members have started 55 discussion groups.

IDC conference planners convene to share innovative concepts

With IDC's global conference business growing more than 20% a year and average profit margins reaching 40%, more than 70 IDC conference managers from 30 countries came to Barcelona, Spain, in July to share experiences and turn success stories into widespread best practices.

"We need to continuously outperform ourselves in terms of delivering inspiring, innovative and influential events worldwide," said **Bianca Bruhn**, VP, IDC Conferences Group, Europe/Middle East/Africa (EMEA). "In FY06 we will profit from our intensive focus on business-process optimization and a more systematic approach to product and service innovation, delivering even greater events to our customers — our sponsors and the 30,000-plus users attending IDC conferences worldwide each year."

Planned 2006 IDC conferences by region:
Europe/Middle East/Africa: 180
U.S.: 23
Asia/Pacific: 62
Latin America: 18

Organized by IDC Spain's conference team and led by Bruhn and **Roberto Masiero**, IDC EMEA president, the third annual two-day meeting was organized along three tracks. The first focused on the role of the conference manager, the second on business development and the third on strategic planning for IDC's worldwide conference business.

Bruhn, who opened the conference, encouraged attendees to take advantage of the meeting to network, listen and learn from peers, share experiences, identify new business opportunities with the goal of ensuring that IDC's conference business continues to deliver substantial revenue growth and profits.

"Many conference managers have developed wonderfully innovative concepts such as new tools and new ways of presenting content and new business and commercial formulas, which are leverageable on a global scale," Masiero said. Examples included extensive use of multimedia and e-marketing before and after an event, including putting together promotional podcasts and videos; live electronic-voting systems for audience polling and real-time lead-generation tools during the event; and expanding new sponsorship opportunities with luxury goods providers (BMW recently sponsored an IDC event).

Conference attendees included (seated, l-r): ***Mercedes Santos****, conference manager, and* ***Alicia Villar****, conference and communications specialist, IDC Spain. Standing:* ***Maria Freiria****, global account manager and* ***Simone van der Kooij****, global account manager, IDC EMEA;* ***Nora Valencia****, conference manager, IDC Latin America;* ***Patricia Tomas****, conference specialist, IDC Spain; and* ***Alejandro Florean****, conference director, IDC Latin America. For a photo of the IDC CEMA conference team, see this article on IDG Central.*

"Not only are the ideas innovative, but the events themselves play a vital role in advancing IDC's thought leadership by driving key ideas and combining IDC's best talents and initiatives in research and events," Masiero said.

Regional success stories were presented by **Nora Valencia Bribiesca**, conference business manager, IDC Latin America; **Elizabeth Cutler**, VP, IDC U.S. Conference Group; **Jason Gorud**, director, Programs and Events, IDC Asia/Pacific; and Bruhn. "The verbal and written feedback from the attendees was outstanding, and everyone felt that they left the meeting with new ideas for immediate implementation and instant return on investment," Bruhn said.

Contact Alexia O'Sullivan, IDC Europe/Middle East/Africa marketing manager, at aosullivan@idc.com.

Tips to improve IDC's event business

Bianca Bruhn, IDC VP, Conferences Europe/Middle East/Africa (EMEA), shared the following ideas at the Barcelona meeting.

- **Constantly re-evaluate the agenda** to get the right balance in content between IDC, the conference sponsors and independent experts. Conference agendas must also be evaluated for a balance between lectures, panels, workshops and networking opportunities. There is no magic formula for getting the right balance, Bruhn said. Meeting attendees discussed how cultural variations between countries and regions in which social interactions can be quite different can affect the balance between those elements.

- **Introduce new technologies** to improve attendees' participation with the speakers and each other. There was much discussion at the meeting about how to associate the IDC event brand with a unique learning experience for attendees using audience response systems and other collaborative tools.

- **Enhance marketing monitoring tools** to ensure that IDC is getting the most from its events marketing budget and attracting attendees, as well as use new media to guarantee that IDC is communicating information in the way its market wants to get it. "It is apparent that across countries and regions our target market likes to receive business-to-business information such as invitations to trade events in many different ways," Bruhn said. Decisions on which media — direct mail vs. telemarketing vs online — can help cut through the clutter must be tested and retested. Cultural differences mean that it is important to adapt the messaging itself to be more (or less) formal or more (or less) direct or friendly.

one on one the interview

Colin Crawford
IDG Communications' senior VP, Online is this week's columnist. Reach him at colin_crawford@idg.com.

Check it out

Hopefully you've all viewed **Bob Carrigan**'s most recent webcast on IDG Central. I'd also encourage you to check out a new blog on the site written by **Virginia Hines** (general manager of Infoworld.com) and other members of her group, which focuses on their strategies to develop the InfoWorld.com site.

Both can viewed at http://www.idgcentral.com/.

Q Can you explain what is meant by inventory as it relates to our media web sites?

A It depends a bit on the context. Inventory can refer to the number of page impressions served by a web site in a given period but it can also refer to the volume of ad impressions that are available on a site. A page usually contains at least one ad impression so the amount of ad inventory is likely to be much higher than number of page views. In addition, online sites occasionally auto refresh the page to increase the amount of advertising inventory. In the majority of case the levels of auto refresh are kept to a minimum.

Q Why is growing inventory such a pressing issue for IDG's web sites?

A In the U.S., online revenues currently represent around 6% to 7% of total media spend. Given that people are spending more and more time with online media we will see marketers move advertising expenditures from traditional forms of media such as TV, newspapers and magazine to online. As the pace picks up and marketers place more online advertising, unless there is a significant increase in the currently levels of inventory on our sites, we will not be able to accept the available advertising. With some scarcity of inventory we might be able to increase our yields but this not a sustainable strategy and we are much better off doing everything we can to efficiently increase the volume of quality content, the readership of our sites and the number of pages read by each visitor.

Q What steps can IDG take to increase traffic to our sites?

A Great content drives audiences. A blockbuster article that's picked up by Slashdot or Digg and cross-linked to by the blogging community can generate millions of additional page views. Such popular stories will achieve high rankings with the search engines that will drive additional traffic. It all starts with great content but that content needs to be found by the search engines. Ensuring that your sites are being properly submitted to and indexed by the search engines is key. A regular audit by SEO [search engine optimization] experts is essential. It is also worth considering employing a multivariate analysis company such as Memetrics (http://www.memetrics.com/) to help to understand user behavior. Search indicates the intent of the user so sites should take the opportunity to surround the user with additional content that's relevant to their interest and needs. Displaying relevant content not only showcases the richness of the site but also will drive additional page views. The strategy is to attract as many people as possible to our site via search engines and turn as many as possible into repeat visitors.

I see search evolving from just being an entry in a search box delivering a list of suggested links to being more subtle and more in the background. As we understand the interest and intent of users our sites can dynamically serve up relevant and related content without specific action by the user. A good example of such an approach is Amazon's recommendations that build a page of suggested purchases based on past activity.

Q What is the average page view per visitor to an IDG site? Why is increasing this number important?

A It varies by market segment. On average, at the B2B online sites it is around three pages per unique visitor per month; with our B2C sites it is around six pages. The number of pages per unique user is an indication of how engaged the audience is with the site so the goal is to increase this number over time.

Q What can we be doing better to increase the number of page views per visitor?

A This can be achieved in a number of ways: better, more compelling content; better access to content via good internal search; display of related relevant content to encourage the users to read more; and delivering content that is designed to engage the user so they are more like to interact with it. InfoWorld's recently launched IT Exec Connect peer-to-peer community area [see story, page 1] has shown an average of nearly nine pages per user. (http://infoworlditexecconnect.leveragesoftware.com/)

Q What is Google Co-op and is this something IDG should be looking at?

A The idea behind Google Co-op (http://www.google.com/coop) is that users contribute to create rich resources of information across various topics. Through a co-op topic, user-generated data becomes part of the search or the answer. Co-op is Google's first attempt at vertical search. Topic label sets can also be built around audiences — professional, consumers and developers as an example so the most relevant content is displayed.

Google has given IDG the opportunity to build the

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IT Exec-Connect

continued from page 1

able, it will be easier to figure out exactly what to build ourselves."

Most recently, Leverage added the ability to display content from the latest discussion group posts anywhere on the InfoWorld site via a feed. Hines' team is highlighting the snippets on a Community tab on the InfoWorld.com home page.

Initially, InfoWorld controlled IT Exec-Connect's membership, making it invitation-only until some system bugs out were worked out and Leverage released some functionality upgrades in early May. At that point IW increased its e-mail promotion campaigns and placed a link to the community on the header of the InfoWorld.com home page. Membership now stands at 5,000.

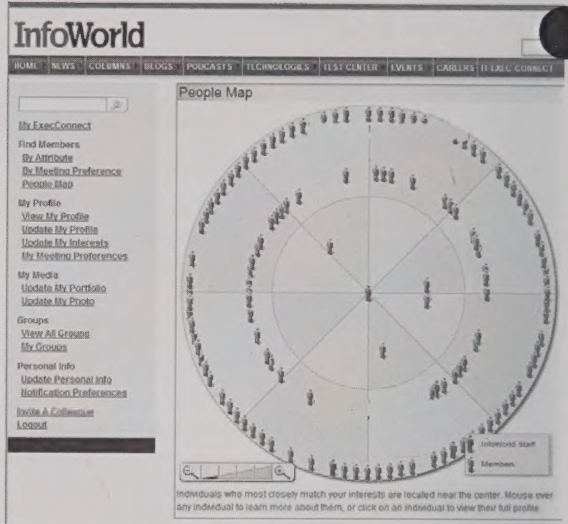
"We have now linked the community to our events business, so growth will be more rapid," Hines said. "We're still negotiating with our editorial department over how best to link writers, editors, and articles into the community, creating a value-add on both sides."

According to Hines, autoenrolling various audience segments has been proposed, which would make the IT Exec-Connect community appear much larger on paper. She said she did not believe that gross enrollment is a key metric for this program. "What's important to me is that every member is active and feels deeply engaged. We find that when they take the time to create a profile and upload a photo, they get invested."

IT Exec-Connect is currently getting more than eight page views per visit — one of the highest for any content area on the IW site — and members have started 55 discussion groups. "We're satisfied with the current enrollment and growth rate because it preserves the membership quality we're seeking in this early stage when we're still learning," Hines said, adding that she was targeting 10,000 highly engaged members by the end of the fiscal year.

Hines said there have been very few problems with 'bad' members. "You're unlikely to find the community unless you either frequent InfoWorld or are on our e-mail list, so the people who are exposed to IT Exec-Connect are already filtered," she said.

Page views are not yet high enough to sell the community as a separate ad destination, but run-of-site leaderboard ads appear on each community page. "We're somewhat constrained in terms of advertising options by Leverage's platform," Hines said, "but Leverage does let us display text ads. So we're making a little money off advertising in the community, but the biggest benefit now is the page views the users give the rest of the site and, down the road, the attractiveness of the content they create in discussion groups and their involvement in events."



Individuals who most closely match your interests are located near the center. Mouse over any individual to learn more about them, or click on an individual to view their full profile

IT Exec-Connect's People Map show fellow members who most closely match those of a logged-on member, who can then mouse over any individual to learn more about them. Online members who have the most interests in common are located near the center of the map.

For the moment, Hines said, her group is just observing members' behavior and offering a feedback link if they want to make suggestions. "Because we're using Leverage's platform we have limited control over the features we offer," she said. "Down the road, when we're ready to build our own platform to replace Leverage, we'll explore additional features." Research they have done suggests members would like to be able to share content such as blogs and podcasts and perhaps instant messaging.

Hines said she believes that when people look back on the information landscape in 2006, one of the things that will strike them as strange about this era is that most information came through a few highly vetted channels. "In the future, I think almost everyone who consumes information will also be a content creator," she said. "The model will go from a temple, where an audience gathers to receive authoritative information from a select elite, to a marketplace where everyone is constantly trading information of various levels of quality. The first step toward a massive information network that we're all plugged into is to create a platform where the community can gather. That's why I felt it was critical for InfoWorld.com to plant the seeds of a community immediately, even though it won't be fully mature for probably another couple of years."

For more information contact Virginia Hines at virginia_hines@infoworld.com. WU

> *"The biggest benefit now is the page views the [IT Exec-Connect] users give the rest of the site and, down the road, the attractiveness of the content they create in discussion groups and their involvement in events."*
>
> *— Virginia Hines*

Beta benefit

The fact that the IT Exec-Connect service is still in best-test mode is a positive, according to **Virginia Hines**, VP and general manager, InfoWorld.com. "Betas are an important part of online culture. Being invited into a beta has cachet in the tech community; you get to pick a good user name and invite your friends to do something new and cool online," Hines said. "Plus, it buys a lot of tolerance for glitches and changes." She added that she was not concerned how long the beta status would last, which could be as long as Leverage is used as a partner and be lifted when InfoWorld builds it own platform and offers the features it wants to give members.

September 4, 2006

Online How-to / Reviews Editor (CWI)

IDG's Computerworld.com seeks an experienced senior editor to take charge of original online features creation. Reporting to our Online Editorial Director, the central mission for this position will be conceiving, assigning, and editing high value, high-page-view how-tos, reviews, and issues-oriented online stories on information technology topics. Content development goals include developing articles suitable for Computerworld.com's Channel sites (including Networking, Storage, Security, and Mobile & Wireless) as well as other stories of mainstream interest to Computerworld's audience. A key component of Computerworld.com's content-building strategy is creating fast-turnaround technology reviews, trends, and issues content in response to breaking news, newly released hot products, industry events, and other timely topics of interest. The successful candidate will function as a leading team member in helping to develop the process and techniques to achieve our content-creation goals. The How-To / Reviews editor will be responsible for developing a stable of freelance writers, as well as working with staff editors and writers. He or she must have the ability to brainstorm article ideas in a team process and turn those ideas into engaging, benefit-rich articles. This position requires a Bachelor's degree in English or Journalism with at least three to five years experience editing online features and reviews, ideally in the computer technology field. Some IT publishing experience is essential. Experience with TeamSite and Omniture, or similar content management and traffic measurement tools, is desirable and an understanding of basic HTML is required. You can learn more about Computerworld, Inc. by visiting http://www.computerworld.com. ***Location: Framingham, MA***
Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Online Sales Coordinator (CXO)

CXO Media's Online Sales Group has experienced tremendous growth over the past year. We have an exciting opportunity for someone to join the team as Online Sales Coordinator. This is a great opportunity for someone that wants to grow their career in the online advertising market. In this role, you will act as a liaison between online sales, customers, the online client services team and finance. Your responsibilities include: tracking online campaigns, working with client contracts, learning new market technologies and meeting deadlines in a fast paced environment. Job requirements include: BA/BS Degree or equivalent, excellent organizational skills and attention to detail.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Group Operations Coordinator (IDC)

IDC is seeking an Operations Coordinator to provide administrative support for the IT group as well as customer service to IDC employees. Reporting to and supporting IDC's Chief Information Officer (CIO), responsibilities for the role include coordination of both internal and external meetings, scheduling, and tracking paid time off for the groups supported. Additional key components of the role include creating purchase orders, tracking both invoices and IDC IT assets, interacting with IDC's IT vendors and working with content for IDC's website and internet. This occupant of this position will work closely with IDC's Helpdesk team. This role requires one to three years administrative experience preferably in the technology industry, a strong familiarity with all Microsoft Office products (Word, Excel, PowerPoint) and an interest in technology. Knowledge of MS Access will be helpful. We are seeking individuals who have a strong work ethic and the ability to collaborate, communicate clearly, be organized and help organize others around them, multitask, and ensure high levels of client service. ***Location: Framingham MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Group Operations Coordinator (IDC)

IDC is seeking an Operations Coordinator to provide administrative support for multiple research groups as well as customer service to IDC clients and prospects. Responsibilities include coordination of both internal and external meetings, travel scheduling, and tracking paid time off for the research groups. Additional key components of the role include tracking published research, sales bookings, renewals and non-renewals, and pulling sales contracts on a weekly basis. This role requires one to three years administrative experience preferably in the technology industry, a strong familiarity with all Microsoft Office products (Word, Excel, PowerPoint), as well as an understanding of email systems and etiquette. We are seeking individuals who have a strong work ethic and the ability to collaborate, communicate clearly, be organized and help organize others around them, multitask and ensure high levels of client service. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst on the IDCInquire team to support consumer, mobile and PC related research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. In addition to answering client inquiries, the Inquiry Analyst will also contribute to data collection projects and research document deliverables. Account management for some of our smaller IDCPreferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required with two-three years of internship and/or professional experience in a research or high technology environment is required. This position is based in Framingham, MA and does not require travel. Relocation is not available. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Research Analyst, Channels Research (IDC)

IDC's Hardware Channels Research is recognized as an industry leader for understanding and forecasting the hardware channel market. The Research analyst position will support the group's newly created and launched research panel initiatives specific to the hardware channel. This program is designed to provide a market barometer from the channel. The goal is to turn this data around from the survey to the delivery to clients quickly to ensure that we are providing a very timely delivery. The primary focus of the role will be to manage and conduct the group's day to day research efforts specifics to the survey panel, as well as interface with the survey house hosing the panel, the people that work on the SPSS to excel migration, as well interface with the US distributors for partner involvement. Once the data has been gleaned the analyst will create the PowerPoint slides to represent the data. The analyst will interact across the hardware channel research team as well as groups that focus on servers, storage, hardcopy, financial sales and traditional IDC Sales. As time permits based on the panel research schedule there may be opportunities for other research activities including writing and consulting projects. Candidates should have 2+ years of market research experience and an understanding of primary research methodologies and statistical analysis methods, and have experience in coordinating survey efforts, interpreting data, and drawing trends. We are seeking individuals with strong proficiency in Microsoft office including PowerPoint and excel. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Mobile Device Technology (IDC)

IDC's Mobile Device Technology group is seeking a Senior Research Analyst to cover worldwide mobile device technology and market trends in the mobile and wireless marketplace. Convergence of various mobile/wireless access technologies and advances in device component technologies are likely to impact product designs and capabilities of mobile devices in both consumer and business market segments. Technological and social trends, including increasing availability of digital content and a growing culture of mobile data consumption, are driving advances in overall device performance. We are looking for a candidate who can help advance IDC's research in this fast-paced, dynamic market. The Senior Research Analyst will be responsible for gathering and analyzing qualitative and quantitative information to create research studies that provide strategic insights and actionable intelligence for our clients. Responsibilities include market sizing, forecasting, as well as in-depth company analysis, and tracking technology trends. The ideal candidate should be able to collaborate with other IDC research groups whose work may impact mobile devices, as well as with other IDC mobile device analysts around the world. Other responsibilities include maintaining publication deadlines, presenting research and insights at industry events and in front of clients, and assisting on custom consulting opportunities. The analyst will also be responsible for responding to client inquiries as well as developing relationships with top executives and marketing managers of mobile device vendors, mobile operators, and component suppliers, as well as with investment banking and portfolio analysts, Fortune 1000 companies, and the media. The ideal candidate will have strong writing and analytical skills, proficiency in the use of Microsoft Excel, and broad knowledge of the mobile and wireless markets, specific to technology trends. A bachelor's degree is required; a master's degree is an added bonus. In addition to a positive attitude and good interpersonal skills, a candidate with experience in the mobile and wireless market or analyzing various technology markets would be preferred. The position requires the candidate to work out of IDC's Framingham, MA or San Mateo, CA office. Some travel is expected. ***Location: San Mateo, CA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

HR Assistant (IDC)

IDC is looking for an HR Assistant to join a dynamic HR team. This is a great entry level opportunity to learn and grow in the Human Resources field. In this role, you will touch on many aspects of HR by providing administrative support to the HR department. You will be responsible for the resume database, internal and external job postings, maintaining all personnel files, managing various HR programs, including support to Reward & Recognition Program, benefit and education groups as well as assist the team in providing excellent customer service and support to all employees. You will be responsible for ensuring that the Human Resource office and team is well organized. This position has the opportunity to grow and develop with candidate's interest and experience. We require a high school diploma and would prefer some college or a degree. Must have administrative experience, knowledge of Word, Excel, and feel 100% comfortable with computers. We would prefer a candidate with an active interest in Human Resources field, but not required. Candidates must be highly organized with superior attention to detail as well as have excellent interpersonal skills and the ability to respond in a confidential manner to employee questions and concerns.
Location: Framingham, MA
Contact: L. Bachand, Fax: 508-935-4432, Phone: 508-935-4624, Email: lbachand@idc.com

Sales Manager, Enterprise Major Account (IDC)

IDC is looking for a Sales Manager to work closely with IDC's Enterprise Major Accounts customers. This experience sales professional will assist in managing sales and business relationships at US HQ for one of IDC top vendor account customers. The Sales Manager will work closely with a Global Account Manager to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. This position reports to a Global Account Manager/Vice President. To be successful in this role, candidates must have at least 6 years of selling experience with complex goods or services to technology vendors. Candidates must have exceptional presentation and communication skills (written and verbal), as well as, account organization and penetration skills. A Bachelor's degree (or equivalent experience) is required. This position will require approximately 30% travel.
Location: Framingham, MA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Representative, Industry Majors, West Coast (IDC)

IDC's Industry Sales is seeking a Sales Representative who will focus on selling IDC's research products to select accounts in the Western Region. This position is part of a team and will report to the VP, Industry Major Accounts, West Coast. As a member of a collaborative team, the Sales Representative will be responsible for driving new business into existing major accounts, in the western region. The Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. This individual will be tied to a team quota of new business and renewable goals, and will build strategic relationships with the client base. Requirements for the position include 1-3 years of quota-carrying sales experience, along with strong written, analytical and verbal communication skills. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelor's Degree (or equivalent) is required. This position will require approximately 10% travel. ***Location: San Mateo, CA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Analyst Account Manager (IDC)

The Global Access Group is seeking a Senior Analyst Account Manager to become part of the Investment Research Services team (IRS) that supports clients with IDC research. This position affords an excellent opportunity to work with a portfolio of financial accounts to deepen client relationships manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Senior Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Senior Analyst Account Manager will have significant contact with clients at major financial firms, IDC Research Analysts on a global level, and the IDC sales team. Requirements include knowledge of the Information Technology Industry, 4+ years of experience in a customer support or sales role. Must also have the ability to work within a team environment, possess superior verbal and written communication skills, exceptional project management skills and be a self-starter. A college degree is required. ***Location: Framingham, MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Senior Operations Manager, Events (IFW)

InfoWorld is looking for a Senior Operations Manager to join its innovative and successful Events team. S/he will oversee all logistical aspects of InfoWorld's executive conferences and custom events, which includes managing timelines and deliverable deadlines; acting as the senior liaison on all event operations; working with the Event Director on cost analysis and needs assessments; managing all operations contracts (including venue and housing; banquet catering AV/electric/technology; set design and décor); working with the technology and marketing departments on registration materials; working with the content manager and editors to collect presentations and ensure speaker deadlines and deliverables; creating and managing the operations forecast and budget; strategizing with event stakeholders to conceptualize, detail and fulfill marketing promotional opportunities; ensuring consistency of the InfoWorld brand onsite; preparing post-event reports; and helping to define best practices for future programs including venue quality assessment and improved internal processes. Candidates must have strong interpersonal skills with a team-driven mentality, a client service orientation, and professional verbal and written skills. S/he must be organized, work well under deadlines, and be comfortable sharing new ideas and thinking creatively. Candidates must have 7 plus years of related industry conference/event experience. This position will require travel to events and venue/site visits. ***Location: Open***

Contact: K. Coldwell, Email: jobopps@idg.com

Senior Applications Developer (PCW)

PC World is seeking a senior applications developer with 5 or more years' experience in web site development. Candidates must have significant and demonstrable development experience. Experience in a Linux-based Java/JSP/Struts environment is preferred, though strong consideration will also be given to those demonstrating varied and extensive experience in other server side development environments such as ASP, PHP, and /or Perl. Must also have experience with SQL (Oracle) and XML/XSLT, as well as client side skills such as XHTML, CSS, and JavaScript. The ideal candidate will be organized and independent with good communication skills in a team environment, and must be able to operate in an environment of ever shifting requirements and priorities. ***Location: San Francisco, CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Vice President, Operations (WEC)

IDG World Expo is seeking a motivated, hands-on event professional to oversee all logistical aspects of multiple tradeshow events (including operations, registration and housing) and to build and maintain strong relationships with our vendors, facilities, exhibitors and sponsors. This position involves both department and staff management responsibilities as well as 1st person operations responsibility for selected events. The Operations VP will be responsible for partnering with Brand VPs to determine event details, resource requirements, timelines and execution. S/he will also be responsible for developing strong relationships with host city CVB's, hotels and vendors and for maintaining his/her knowledge of venue rules & regulations as well as union work rules. The Operations VP will be responsible for troubleshooting challenges pre-show and on-site, and will operate as the point person at the event, often communicating with senior staff members of major exhibiting companies in a professional manner. First person responsibilities may also include organizing and submitting show orders (AV, catering, telecommunications, equipment, shuttles, security, medical services, décor, signage, etc.), maintaining updated exhibit floor plans to include expansion/consolidation/capacity levels, producing and distributing exhibitor materials (i.e. manuals, newsletters), partnering with sales and marketing staff to conceptualize, detail and fulfill marketing promotional opportunities, ensuring consistent of event brands onsite through signage, banners and décor, coordinating onsite logistics, preparing post event reports, forecasting and maintaining event budgets, and researching and recommending cost saving measures. Ideal candidates will possess 10+ years of event industry experience, a minimum of 5 years experience managing three or more staff members, excellent prioritization and organizational skills, budgeting and forecasting, the ability to manage multiple deadlines, short and long range planning and the ability to remain calm in stressful situations where decisions need to be made very quickly. Candidates should possess significant experience writing/submitting RFP's, strong negotiation skills and in depth understanding of city booking policies as well as union and facility rules and regulations. Proficiency with MS Office including PowerPoint needed. Experience with SalesLogix, Adobe and AutoCAD floorplan management is a plus. This position will include travel to several of our events, including some weekend travel. ***Location: Framingham, MA***

Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Marketing Manager (WEC)
IDG World Expo has an exciting and rewarding opportunity for a motivated marketing professional to join the team. The Marketing Manager will oversee all aspects of marketing communications in order to promote and drive attendance to select IDG World Expo Events. This position will be responsible for developing and implementing the overall marketing strategy and plan for content management from a marketing perspective. Other responsibilities include setting and maintaining attendee and exhibitor marketing budgets, refining target markets through database analysis, researching and identifying strategies for direct mail and email campaigns, developing campaign messaging, managing creative development, as well as measuring results and calculating the ROI for past and future marketing campaigns. Part of the role will also include identifying new opportunities for strategic brand extensions and new sources of revenue, and participation in the development of marketing best practices across the organization. Ideal candidates will possess a minimum of 5 years of experience in event marketing and demonstrated ability with website design, as well as knowledge and experience with both keyword optimization and search engine optimization. Candidates should also possess experience with managing budgets, vendor management, and the ability to write and edit effectively. Some travel required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

IDG

Current Jobs, Week of September 4, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online How-to / Reviews Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Cust Pub	Project Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Online Editorial Director	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Exec Progs	Director of Operations, Executive programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Sales Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG						
	Admin	Part-time Office Associate	Paramus NJ	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Edit	Assistant Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Associate Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Edit	Copy Editor	Oakland CA	Lisa Hess	lhess@gamepro.com	510-768-2711
	Sales	Sales Coordinator	New York NY	Lisa Hess	lhess@gamepro.com	510-768-2711
IDG Global Solutions						
	Bus Dev	European Online Business Developer	Staines UK	Piper Sheer	piper_sheer@idg.com	508-935-4791
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Research						
	Research	Marketing Research Manager	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Events	Senior Operations Manager, Events	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Multimedia Producer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
Mac Publishing						
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Event Sales Representative	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Sr. Conference Producer	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Events	Vice President, Operations	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Vice President, Event Marketing	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Admin	Group Operations Coordinator	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Admin	Group Operations Coordinator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Admin	Operations Associate/Receptionist	San Mateo CA	Jim Klepper	jklepper@idc.com	508-935-4143
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Vertical Markets Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cust Serv	Analyst Account Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Analyst Account Manager	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Client Services Representative, Enterprise Major Accoun	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	HR	HR Assistant	Framingham MA	Leslie Bachand		
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Operations	Business Analyst, Finances	Framingham MA	Leslie Bachand	lbachand@idc.com	508-935-4624

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Director, Buy-side Investment Resarch Service, Semiconduc	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Hardcopy Usage	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Procurement and Supply Chain Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Channels Research	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Personal Technology Primary Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Channels	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Mobile Device Tecnology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Account Executive, Industry Major Accounts West	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Consulting Sales, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Enterprise Major Account	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major Software	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major Software & Services Accoun	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Industry Majors, West Coast	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Industry Majors	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Manufacturing & Energy Insights	San Mateo CA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Tech	Product Manager, WW Trackers & Forecasters	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Government Insights						
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Director, IT Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

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IGS marketing program

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IGS EMEA Associate Director **Richard Robinson**, adding, "it added hugely to the sites' value to the audience and of course to the client." Calling the local business units' willingness to run with a brand new concept a great example of IDG's "let's try it attitude," in action, Robinson termed the local editorial staffs "fantastic in the level and quality of content they developed." He noted that IDG content was clearly delineated from the client-supplied content.

The site incorporated a mix of gated and open access content with the goal of creating a feeling of trust between the visitor and the Partner Zone, Robinson explained. "The key was to develop a dialogue with the site visitor and move them along a lead-qualification process. So we agreed to allow them to have access to some key pieces of information without registering, giving them a feeling that the site was there to educate them, not just as a sales tool for CA. Those who then wanted more specific information were required to register."

By the time the 12-week program came to a close, IDG had delivered more than 19 million impressions across all the sites as well as more than 3,000 qualified leads, which were delivered to CA's call center. IGS implemented a central lead-capture process across all the sites to ensure consistency.

Traffic was driven to the sites through co-branded ads placed in prominent positions across the local sites as well as through newsletters, text links and e-mails. Content on the local Partner Zone sites was updated by the local IDG business unit on a very regular basis. Robinson said, "A key aim was to get people to revisit the site to download new material, so refreshing the content was key to its success."

Developed by Robinson and implemented by IGS' Client Services and Interactive teams, the program grew out of discussions about how to raise awareness for CA in the compliance arena. "It quickly became apparent that they were open to new and innovative ideas, so together with CA and their online media agency Initiative Media, we developed the Partner Zone program. IGS's interactive team, through Interactive Campaign Manager **Johanna Littleproud**, and the media services team, heavily supported and managed the program," Robinson added.

While IGS had run a couple of similar single-country programs, the CA program represented a "step change" in the sophistication of what IDG was able to provide," Robinson said. "The level of locally generated content, the fact that it was topic based and not product based, the comprehensive nature of the promotional activities, the lead-capture mechanisms, as well as the fact that it was rolled out so quickly and professionally by the local business units over so many countries, changed this from a concept into a highly effective communications platform."

For more information, contact Richard Robinson at richard_robinson@idg.com. To view a similar Partner Zone program currently running on behalf of IBM, visit http://www.techworld.com/itevolution.

LinuxWorld draws 10,000 open source fans to San Francisco

IDG WORLD UPDATE

Last month's LinuxWorld Conference and Expo at San Francisco's Moscone Center, organized and run by IDG World Expo, drew more than 10,000 attendees, 180 exhibitors and nine sponsors including IBM, Hewlett-Packard, Novell and Oracle. During the four-day event, a well-received panel of industry experts, called "20 Years of Linux," took a look at the last 15 years of open source systems and forecast the next five. Network World launched its new news and community site, http://www.linuxworld.com, on which IDG World Expo collaborated to make the site "the Web manifestation of the LinuxWorld community and vice versa," said IDG World Expo VP, LinuxWorld, **Melinda Kendall**, shown fourth from the left above with other members of the LinuxWorld team (l-r): Sales Manager **Ellen Boland**; Conference Specialist **Alison McCormack**; Event Services Coordinator **Joy Latino**; Kendall; Public Relations Manager **Charlotte McCormack**; VP, Event Services, **Darrell Baker**; Audience Development Specialist **Briana Pontremoli** and Senior Operations Manager **Amy Pietchel**. The next LinuxWorld event will be the LinuxWorld OpenSolutions Summit in New York City, Feb. 14-15, 2007; LinuxWorld Conference and Expo will return to San Francisco Aug. 6-9, 2007.

Coming up

Computerworld Infrastructure Management World
Sept. 11-13
Scottsdale, AZ
http://www.imworldusa.com

GridWorld
Sept. 11–15
Washington Convention Center
Washington, D.C.
http://www.gridworldhome.com

Digital ID World
Sept. 11–13
Santa Clara, CA
http://www.digitalidworld.com

Computerworld IT Management Summit
Sept. 14
Phoenix, AZ
http://www.itmanagementsummit.com

Business Intelligence and Business Performance Management
Sept. 19
Milan, Italy
http://www.idc.com

European IT Forum and Conference
Sept. 25-26
http://www.idc.com/emea/events

SaaScon
Sept. 25-26
San Francisco
http://www.saascon.com

InfoWorld's Virtualization Executive Forum
Sept. 25-26
Roosevelt Hotel
New York City
http://www.VirtExecForum.com

Computerworld Business Intelligence Perspectives
Sept. 25-27
Las Vegas
http://www.biperspectives.com

ComNet Shenzhen
Oct. 12-17
Shenzhen, China
http://www.comnetshenzhen.com.cn

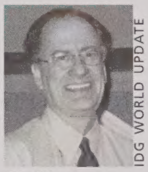
See IDG Central's Events Calendar for more listings.

noteworthy people

Promotions

InfoWorld Senior Copy Editor **Jill Terry** is now associate editor, online. "Jill brings excellent copy skills and a love of the 'net to us as we blaze new trails in the Wild West known as Web publishing," said Online Editor **Mike Barton**. "She will be looking after everything from editing and producing news to liaising with print editors to get more active in the fast-growing IT Exec-Connect and other community initiatives. She earned her stripes when she filled in in the all-demanding role of senior online production editor. She has continued to lend a hand with special reports, online news, newsletters, and producing…and has an eagle eye for detail, a writer's sense of style, and a wordsmith's knowledge of grammar and usage." *jill_terry@infoworld.com*

New employees


IDG WORLD UPDATE

Mullins

Robert Mullins joins the IDG News Service's San Francisco bureau as U.S. correspondent and will be covering enterprise platforms and storage. He is a veteran business journalist who spent five years as a technology reporter at The Silicon Valley/San Jose Business Journal where he was the lead reporter for their coverage of the Hewlett-Packard/Compaq merger. He's also covered e-commerce, security, networking, telecom and PDAs. Before moving to California he spent nine years at a business weekly in Milwaukee and prior to that was news director at a public radio station there. A graduate of the University of Wisconsin/Milwaukee he holds a B.A. in mass communications. *robert_mullins@idg.com*

Wong

Wong Chock-Fang joins IDC Singapore as a conference producer with the Asia/Pacific Corporate Programs Group. She was previously a conference manager with Terrapinn, producing and managing 23 conferences across Asia and in the Middle East for a variety of industries, including power and energy, chemical logistics, hedge funds and casinos. She holds a B.A. in business administration from the National University of Singapore, enjoys exploring new restaurants with friends, traveling and is currently training for a 10K run in October. *cfwong@idc.com*

JOANNE WILLIAMSON

Quinlan

Previously a temporary account executive with Samurai Promotions, **Sarina Quinlan** joins IDG Global Solutions EMEA's U.K. Webcast division as an event executive. She holds a college certificate from the University of Hertfordshire in Web design and marketing and a diploma in law and Spanish. Away from the office she enjoys break dancing, playing the bass guitar and reading Philip Pullman. *sarina_quinlan@idg.com*

Chan-Lopez

Eli Chan-Lopez joins IDC China in Beijing as a research editor with Asia/Pacific Publishing Services & Technology. She was previously a producer for China.com and a marketing and promotions coordinator at the Far Eastern Economic Review. Most recently, her role as a freelance editor and copywriter had her working on projects for IDC, Global Sources, and HSBC. She holds a B.A. in leisure, tourism and society from the University of Calgary in Canada. In her spare time, she is often working out at the gym, rock climbing or cooking for her friends and new husband, **Manuel Lopez**, who also works for IDC. *echan-lopez@idc.com*

PETER SHORT

Levinson

Previously a senior group manager with Ocean Spray Cranberries' Consumer and Market Insights group, **Heather Levinson** is IDC Framingham's new VP, Vertical Markets Consulting. She earned a B.A. in journalism and communications research from the University of Wisconsin/Madison and an M.B.A. from Babson College in Wellesley, Mass. A mother of two, she enjoys gardening, hiking, skiing and triathlons. *hlevinson@idc.com*

PETER SHORT

Kwan

IDC Framingham has hired **Tyne Kwan** as an application developer; she was previously a senior programmer analyst with TJX Corp. A graduate of the University of New Hampshire/North Dartmouth, she holds a B.S. in computer engineering. Away from the office she enjoys interior design. *tkwan@idc.com*

Susan Bryant-Still joins CXO Media as a copy editor, coming from Sky Publishing Corp, publisher of Sky & Telescope magazine, where she held a similar title. She earned a B.A. in French from Wheaton College in Norton Mass., and enjoys contra dancing, choral and folk singing and walking. *sbryant-still@cxo.com*

Ricciotti

Previously a summer temporary technical educator with IDC Framingham, **Marie Ricciotti** takes on the role full time and will work with educational staff and project owners to execute the planned delivery schedule of educational classes and provide support for a variety of applications. She holds a B.S. in computer information systems and an A.S. in management from Bentley College in Waltham, Mass., and is currently pursuing an M.A. in intercultural relations at Lesley University in Cambridge, Mass. She enjoys photography and international travel and has worked as a teacher and technology manager in the British Virgin Islands where she "survived three hurricanes." *mricciotti@idc.com*

Soek

Account Manager **Jae-Hyuck ("Joe") Soek** comes to IDC Korea from more than six years at C|NET Korea as a sales manager. He holds a B.S. in computer engineering from Korea's Dankook University and in his free times enjoys playing the guitar. *jhsoek@idc.com*

Returning employees

A data entry operator with Computerworld's circulation department until 1984 when she left to raise her children, **Marilyn Priante** rejoins the Framingham, Mass.-based weekly as a traffic coordinator. She has also worked as a day-care center lead teacher for 19 three-year-olds. In her free time she enjoys sewing, cooking and skiing. *marilyn_priante@computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Gebhard Osterwalder *IDG Switzerland*

20
Angele Boyd-Myers *IDC*
Marianne Nichols *IDC*

19
Kevin Greene *PC World*

17
Debra Bernardi *IDC*

16
Wayne Silverman *PC World*
George Bulat *IDC Canada*
Colleen Beattie *IDG Australia*
Thomas Roos *IDG Sweden*

15
Maria Grazia Tripodi *Nuov@Periodici Italia*
Sabrina Chummun *IDG France*
Kateline Renaudin *IDG France*

14
Alyson Morales *IDC*
Carlos Villate *IDC Colombia*
Maryse Gros *IDG France*
Hermann Apfelboeck *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*

13
Cheryl Talamini *IDG*
Urszula Imbirska *IDG Poland*

12
Ruzena Holikova *IDG Czech*
Jean-Francois Macanda *IDG France*

11
Dan Miller *Mac Publishing*
Carol Zarrow *Network World*
Gabriele Hurle *IDG Germany*

10
Jose Rodriguez *IDC*
Betty Amaro-White *Network World*
Peter Holmgren *IDG Sweden*
James Walker *IDG U.K.*
Duk-Hwan Oh *IDC Korea*
Genki Uchida *IDG Japan*

9
Warren Childs *IDC*
Andrzej Garwolinksi *IDG Poland*
Marianne Kolding *IDC U.K.*
Jerry van Ommeren *IDC Benelux*
Thomas Rau *IDG Germany*
Margit Enthaler *IDG Germany*
Steven Phillips *IDC Singapore*

8
Luis Ibarra *IDG Central Services*
John McNulty *IDC*
Elzbieta Jezierska *IDG Poland*
Marzena Przedzdziecka *IDG Poland*
Margareta Wojakowska *IDG Poland*
Catarina Käkkström *IDG Sweden*
Lotta Oldmark *IDG Sweden*
Joel Peteul *IDG France*
Bianca Aumeyer *IDG Germany*
Cord Moeller *IDG Germany*
Sujay Bhattacharya *IDC Singapore*

7
Witold Kepinski *IDG Netherlands*
Rien Buren *IDG Netherlands*
Remco de Graaf *IDG Netherlands*
Kelly Turner *Mac Publishing*
Shirley Clute *IDC*
Mario Nagano *IDG Brazil*
Malgorzata Majer *IDG Poland*
Christine Liber *IDG France*
Pierre Senard *IDG France*
Torben Daarbak *IDG Denmark*
Katrin Elsler *IDG Germany*
Sandie Breese *IDC Australia*
Kyung-Hee Lee *IDC Korea*
Bryan Ma *IDC Singapore*

6
Daniel Corsetti *IDC*
Hilaire Perry *IDC*
Rebecca Pardo *IDC*
Wade Munson *IDC*
Stephanie Gutierrez *Network World*
Michael Mullaney *IDG Global Solutions U.K.*
Magdalena Sobkowicz *IDG Poland*
Agnieszka Adaszewska *IDG Poland*
Krystyna Kmiecinska *IDG Poland*
Eric Boissier *IDG France*
Jean Royne *IDG France*
Balbina Hossmann *IDG Switzerland*
Zoltan Komaromi *IDC Hungary*
Astrid Sloth Thusgaard *IDG Denmark*
Uwe Kuell *IDG Germany*
Christa Bauer *IDG Germany*
Ulrike Goressen *IDG Germany*
Sabrina Huber *IDG Germany*
Heide Kuhlmann *IDG Germany*
Annie Weissenberger *IDG Germany*
Barbara Madariaga *IDG Spain*
Lianfeng Wu *IDC China*

5
Jeroen Doorn *IDG Netherlands*
Jenny Lv *IDG China*
Daniel Ciunkiewicz *IDG Poland*
Claudia Bardola *IDG Switzerland*
Oliver Cohen *IDC France*
Andy Martin *IDG U.K.*
Julia Huber *IDG Germany*
Daniel Visarius *IDG Germany*
Hiroshi Maruchi *IDG Japan*

4
Tanja Klees *IDG Netherlands*
Rick van Dijk *IDG Netherlands*
Michon Schenck *IDC*
Matt Rodgers *IDG Australia*
Roberto da Silva Gois *IDC Brazil*
Ida Hasselrot *IDG Sweden*
Jonas Triebel *IDG Germany*
Simona Marella *IDG Germany*
Henry Ernst *IDG Germany*
Ellinor Selbeck *IDG Germany*
Kerstin Krockauer *IDG Germany*
Ralph Troll *IDG Germany*
Juan Ramon Melara *IDG Spain*

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Marjolein Valk *IDG Netherlands*
Krista Elkin *IDC Canada*
Ryan McNally *IDC Canada*
Susan Skowronski *IDC*
Chris Stead *IDG Australia*
Cristiane Santos *IDG Brazil*
Andreas Leijon *IDG Sweden*
Andrew Penfold *IDG U.K.*
Marianne Bredberg *IDG Denmark*
Michael Graf *IDG Germany*
Andreas Dankesreiter *IDG Germany*
Ana Maria Sanz *IDG Spain*
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Peter Pool *IDG Netherlands*
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Ida Sylvester *IDC*
Nancy Le *IDG Australia*
Sarah Santos *IDG*
Luiz Roschel *IDG Brazil*
Denis Arcieri *IDC Brazil*
Vitek Prucha *IDC U.K.*
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Lisa O'Brien *IDC*
Pascal Hakim *IDG Australia*
Jessica Ross *IDG Australia*
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Lisa Bjerre *IDG Sweden*
Magnus Elfving *IDG Sweden*
Lina Pihl *IDG Sweden*
Fleur Sorrel *IDC France*
Henrik Vig *IDG Denmark*
Delia Heng *IDC Singapore*
Tokihara Nagayama *IDG Japan*

One on one

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Computers and Tech Topic — as well as sub-topics within the tech area. We are working with Google to define the different labels and the links. On completion we can promote these topics to our users who would subscribe to Google Co-op on tech-related searches (this will eventually be available to all Google users). The IDG topic set will appear at the top of the page (to subscribers) and would be branded as provided by IDG - links would go back to original content driving traffic. Google will eventually roll this out around the world so IDG sites outside the U.S. that are interested in more information should contact me.

Check out the health topic: http://www.google.com/coop/topic?cx=health_devel to see how it works.

IDG has a great opportunity to build topic areas around its audiences, which will help searchers get to (our) relevant information more quickly. The Computers and Technology topic profile can be viewed at: http://www.google.com/coop/profile?user=018189557765399359431

celebrating 10!

Name
Doug Chandler

Home
Westborough, Mass.

Joined IDC
July 1994, Senior Analyst

Career path since joining IDC
Senior Analyst, Program Manager, Program Director. Worked in the Services research group, 1994 — 2004; Information Infrastructure research group, 2004 — present.

Current title, what job involves
Program Director; have P&L responsibility for three CISes: Storage Software, Storage Services and Compliance Infrastructure.

Most challenging part of your job
Balancing management responsibilities with the role of a research analyst.

Best part of your job
Exceeding client expectations.

Latest accomplishment
Took my son to his first Boston Red Sox game at Fenway Park.

Career highlight
Launching IDC's first Storage Services research program.

Memorable work moment
I had a memorable vendor briefing one morning in a converted Army barracks outside of Paris, where the client's executives smoked Gitanes (heavy French cigarettes) for two hours in a closed-off room. However, the wine-drenched, multi-course lunch that followed — also for two hours — helped make up for that smoke-filled morning.

I joined IDG because
I was looking for new challenges — and found them!

What's kept you at IDG for 10 years?
IDG has a unique culture that values individual contributions and initiative.

Best compliment you've ever received on your work?
"You've introduced new perspectives that we haven't considered before."

Interests outside the office
Sports, music, reading, my wife and three kids.

What's your favorite thing on your desk?
My kids' pictures and a Nerf ball that comes in handy during long phone calls.

*IDC's **Doug Chandler** (l) was the guest of IDG Chairman **Pat McGovern** at a recent dinner at Boston's Four Seasons Hotel honoring his 10 years of service to the company.*

Favorite way to work off stress?
NordicTrack in my basement.

Five people — living or dead — you'd invite to dinner?
Lou Gerstner, Thelonious Monk, Thomas Merton, Arlene Francis, my Uncle Donald.

As a child, what did you want to be when you grew up?
Depending on the age, a baseball or football player, a journalist, Bob Dylan.

What book is on your nightstand?
"John F. Kennedy: An Unfinished Life" by Robert Dallek

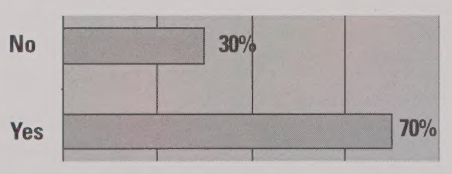
What is your favorite thing to do that doesn't cost any money?
Play with my kids.

Manager's profile
"I'd sum up Doug in three words: Collaborative, caring and capable. And despite his enormous contributions on my team, he is quietly self-effacing, applauding the success of others rather than trying to shine a light on himself."

— John McArthur, group VP and general manager, Information Infrastructure and Enabling Technologies, IDC

Question of the Week for Aug. 21

Do you think dethroned Tour de France winner Floyd Landis used a banned substance?



Log on to www.idgcentral.com to vote on this week's question: How would you describe your interest in online auction sites?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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WWW.IDGCENTRAL.COM

Online survey keeps CW editors close to readers

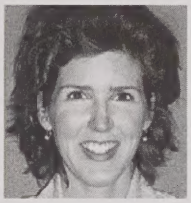
Quarterly survey identifies readers' areas of interests, feature story ideas

Harder Hires; Tougher Turnover

IT leaders are working harder to find and keep top talent

The first Vital Signs survey led to this feature in Computerworld's July 10 issue.

In order to take the pulse of IT managers and stay ahead of upcoming industry trends, Computerworld recently launched a quarterly online "Vital Signs" readership survey.



Fanning

The brainchild of Special Projects Editor **Ellen Fanning** and spearheaded by Executive Editor **Mitch Betts**, the project serves two purposes: keeping CW abreast of changes in its readers' top areas of interest and collecting feedback from those readers on a specific topic, which then becomes fodder for print and online feature stories. In its July 10 issue, CW published its first Vital Signs feature on recruiting and retaining IT talent, based on survey responses and fleshed out with interviews with IT managers (http://computerworld.com/action/article.do?command=viewArticleBasic&articleId=112298).

Betts

According to Betts, an invitation to take the private online survey was e-mailed to thousands of CW subscribers with high-level management titles. "We need high-level folks to fill out the survey because they can see the big picture regarding their organization's IT budget and priorities," Betts said. "We don't control which subscribers respond to the [quarterly] invitation — many will be different people, but some may be the same — and that's OK because it's a tracking survey. We're looking for trends over time." Betts said there were 300 respondents for the first survey and 314 for the second, the feature story from which will appear next month. Computerworld Research Manager **Mari Keefe** and IDG Research Services help manage the survey.

The first 17-question survey covered the following:

- Questions on IT spending, hiring and management trends.
- Questions on top technology issues. (These first two sets of questions – which Betts called "core

continued on page 5

Last call!

Don't miss your chance to have your photo featured in the 2007 IDG Employee Photo Calendar. Photos must be received by Sept. 15!
See IDG Central for details.

IDG Hungary plays key role in World Cyber Games

Business unit manages national competition of Samsung's global event

For the second consecutive year, IDG Hungary served as the organizer of the Hungarian qualification round of the World Cyber Games (WCG), an annual event created and supported by Samsung since 2001. This year, representatives from 70 countries will travel to Monza, Italy, for the WCG Finals Oct. 18-22.

WCG
WORLD CYBER GAMES
SAMSUNG

*GameStar Hungary Publisher **Jozef Szigetvari** (center) fields questions at the World Cyber Games press conference along with Samsung's Botond Kovats (left) and Geregely Toth.*

According to IDG Hungary Managing Director **Istvan Biro**, Samsung recognized GameStar's standing as Hungary's leading PC games title and asked the publication to act as a country sponsor during the first year of the Games, a role it has held since then. GameStar Publisher **Jozef Szigetvari** also served an independent advisor to the fledgling WCG. A few years later IDG Hungary officially became involved, and in 2005 Samsung asked IDG to

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Inside this issue

IDG Norway launches Computerworld Sparetime *page 2*

Second annual CIO Indochina Conference & Awards held in Hanoi *page 2*

One on one: CIO Executive Council Founder & General Manager Mark Hall *page 3*

IDC CEMA holds first sales summit *page 4*

Celebrating 10: Computerworld VP/Circulation Deborah Winders *page 8*

in brief newsworthy

Computerworld Norway launches quarterly gadgets publication

*IDG Norway's Sparetime contributors (l-r): Sales Manager **Jon Thorstensen**, Journalist **Eva Tønnesen**, Editor **Henning Meese**, Journalist **Charles Williamsen**, Layout Artists **Kaja Langeland** and **Gunn Fjelldal** and Journalist **Pål Dimmen**.*

Looking to cater to their readers' after-hours leisure time, Computerworld Norway staff recently launched Computerworld Sparetime. Distributed only to Computerworld Norway's 17,000 paid subscribers, the publication focuses on gadgets and gizmos — as the magazine's tagline says, "All the gadgets you don't need but have to have" — as well as film, book and games reviews written by the CW Norway editors.

"We launched in June to focus on the summer holiday," said **Jon Thore Thorstensen**, IDG Norway sales manager. "Everyone is on holiday in Norway in July and has a lot of spare time. We want to keep them reading Computerworld, and this is an added value for them."

The next issue will be in December; it will be a quarterly publication beginning next year. "Reader reaction has been good," Thorstensen said. "If we succeed, we will go monthly in 2008."

Fritid
COMPUTERWORLD
Klipp gresset!

Sparetime is billed as "All the gadgets you don't need but have to have."

The CW Norway team of 15 started working on Sparetime in March and got "a lot of help" from IDG Sweden, which has a similar publication, launched in 2004, called Computer Sweden Hemma ("Home"). Largely made up of product reviews, the first CW Sparetime issue was 32 pages with 11 pages of ads.

Write to jon.thore.thorstensen@idg.no.

Sign up for a World Update PDF

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Second annual CIO Indochina Conference & Awards held in Hanoi

CIO
CONFERENCE & AWARDS
2006
VÀ LỄ BÌNH CHỌN LÃNH ĐẠO CNTT XUẤT SẮC KHU VỰC ĐÔNG DƯƠNG

*Several participants at the CIO Indochina Conference & Awards program join IDG Vietnam Managing Director **Tam Le** (far left) and IDG Vietnam PR Executive **Ha Vu** (center). (L-R): Tam Le; Pham Kim Son, director, Danang Department of Posts andTelematics, one of the 2005 award winners and a 2006 awards judge; Pham Ngoc Long, HNC Company, program consultant; Ha Vu; Vo Hong Nam, director, HNC Company, program consultant;.Dinh Quang Nuong, general manager, Operations & IT, Prudential Vietnam, a 2006 winner; Nguyen Lam Thanh, business development manager, Intel Vietnam, speaker.*

IDG Vietnam & Indochina hosted the second annual CIO Indochina Conference & Awards in Hanoi last month, which attracted 200 CIOs and high-ranking government representatives from Vietnam, Laos and Cambodia.

The day-long event honored IT executives who contribute to the success of their organizations and recognized the 10 information and communication technology (ICT) products and services considered the best by 1,250 CIOs surveyed in the region. Among the winners: PC World Vietnam was voted favorite ICT magazine.

Conference participants also listened to case studies from representatives of Vietnam's Ministry of Post and Telematics, the U.S. Commercial Affairs office in Vietnam, Intel Corp., Prudential, Unilever and other organizations that outlined outstanding uses of IT applications.

The seven CIOs who were honored submitted applications to a panel, which included five of last year's award winners and IDG Vietnam & Indochina Managing Director **Tam Le**, that selected the winners based on the CIOs' impact on corporate strategies, customers and organizational finances.

Contact IDG Vietnam PR Executive Ha Vu at ha_vu@idg.com.vn.

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Alcantara 200 Piso 6
Las Condes, Santiago
Chile, 7500159

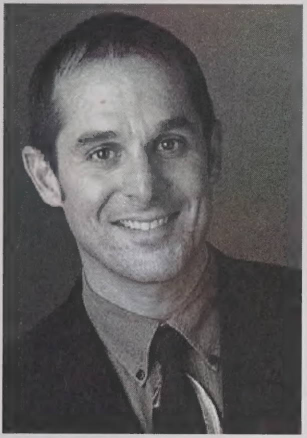
Phone +56-2-370-2955
Fax +56-2-369-5657

Note: Contact information for IDG employees and business units worldwide can be found in the IDG Directory section of IDG Central.

the interview

one on one

Mark Hall
The founder and general manager of the CIO Executive Council is this week's columnist. Reach him at mhall@cxo.com.



Mark Hall also serves as CIO of CXO Media. Prior to joining CXO Media, he served as vice president of Global IS at IDC. Hall later helped manage IDC's Bio-IT Research practice. He began his career in technology directing IT and pharmaceutical research informatics at the University of Georgia and later worked at Oracle Corp.

Q Can you provide a summary of the CIO Executive Council?

A The CIO Executive Council is a growing professional association of the world's leading chief information officers in which the members act directly as trusted advisors to each other and work together on projects to advance the CIO role and profession. The Council's staff facilitates all of the members' activities, including one-on-one peer calls, Web conferences, face-to-face meetings, research and content development programs and external outreach. Launched in April 2004, the Council has already grown to more than 420 members worldwide.

Q How's the Council's business doing?

A That's clearly one of my favorite questions to answer. As a start-up business, the Council has been able to operate essentially as a break-even business, with the promise that a steady increase in membership would inexorably push the model into a profitable business with strong margins. I'm very happy to report that we passed that threshold during the last two quarters of this fiscal year and anticipate an exciting year in FY07.

Q The CIO Executive Council is now a little more than two years old. What are its greatest accomplishments to date?

A First and foremost is our ability to attract and retain high caliber, industry-recognized CIOs to serve as our members and help us drive and continuously improve our program by providing ongoing feedback and input. As a member-driven, vendor-free organization, we are nothing without the support of our members. The fact that the Council now has 400-plus members is a tribute to the CIO brand, our long-standing relationships with the CIO community and our ability to leverage those relationships and build CXO Media's first reader-revenue based business model. Likewise, the Council team that works with the members on a day-in, day-out basis is the engine that drives this business. They are passionate about the Council's mission and live it in everything that they do and touch.

Beyond the basic foundation we've built, the Council's greatest accomplishment so far is the creation of the IT Value Matrix, a comprehensive framework illustrating all the principles and practices required to maximize information technology's value to the enterprise. A team of nearly 50 CIO Executive Council members signed on for this project, collaborating for more than 10 months to develop and fine-tune this matrix — an extraordinary effort if you consider how busy our members' schedules are. Since its completion last November, the IT Value Matrix has seeded numerous follow-on Council projects, including an online knowledge center of member-contributed content and a set of strategic benchmarking tools. We are also working with several universities that are interested in using the matrix as the basis for curriculum development in their schools of business and engineering. In fact, the Weatherhead School of Management [at Case Western Reserve University in Cleveland, Ohio] program kicks off this month.

Q Is the Council still growing and if so, how?

A I'm very happy to say that the Council is growing faster than ever. In fact, this past summer, typically a slow selling period, we hit record new member and renewal highs in both June and July. This growth is due in large part to the praise and satisfaction of our members, who continue to renew (many for their third year) and give us good word-of-mouth. At the end of the day, though, the credit has to go to an extremely talented and experienced sales team that has to work long and hard to break through the white noise of a very crowded marketplace to get the attention of very busy and over-scheduled executives.

As for geographic distribution, the majority of our members (approximately 320) are based in the U.S., with about 25 in Canada and 75 in Australia. We also have a small but growing presence (approximately 10 members) in Europe.

Q Can you explain the relationship between the Councils in the U.S. and Canada and Australia? Is there much international interaction?

A We work very closely with our colleagues in Canada and Australia and are actively moving to strengthen the relationships even further. The majority of our membership hails from international corporations and deals with issues universal to most high-level CIOs. In order to accommodate their needs and keep pace with the direction they're heading in, it's clearly in the best interest of all of us supporting the Council members to coordinate our activities as much as possible.

Q What is Chief Officer Dialogues and how did it come about?

A Chief Officer Dialogues is a graduate course the

continued on page 7

"The fact that the Council now has 400-plus members is a tribute to the CIO brand, our long-standing relationships with the CIO community and our ability to leverage those relationships and build CXO Media's first reader-revenue based business model."

Regional IDC sales teams prepare for new fiscal year

Account managers from Central Europe, Middle East and Africa meet in Prague

The first IDC CEMA (Central Europe, Middle East and Africa) sales summit, held Aug. 2-4 in Prague, aimed to give IDC's account managers from Eastern Europe and the Mideast a better understanding of IDC's products and services, a chance to meet the regional research team based in the Czech Republic and an opportunity to get pumped up to better serve their clients in the new fiscal year.

The first part of the agenda featured presentations from IDC CEMA program managers in the Systems, Software, Hardcopy Peripherals, IT Services, Communication, End-user Research and Consulting groups, who addressed topics including:

- Competitive advantages of IDC's existing and new products and services.
- Identifying local sales opportunities.
- Available (and needed) regional marketing and pre-sales support and sales tools.
- How to re-package and resell results of custom projects.
- Best practices, i.e., local success stories.

Jacqueline Hendriks, IDC EMEA consulting director, closed the first half of the agenda with a discussion of IDC's Tactical Marketing Services. IDC Consulting Services supports clients' planning, implementation and management activities. Through its Tactical Marketing Services, IDC supports customers to increase awareness, build loyalty, drive leads, help buyers make educated buying decisions, and advance the sales cycle through the provision of objective, informed content, delivered in the most appropriate manner.

Some of these delivery vehicles include:
1. White papers delivered via rich media webcast with e-mail to direct prospects to register.
2. Vertical custom events.
3. Integrated solutions to improve response rates, utilization and longevity of materials; achieve a better ROI for clients through white paper or case study in delegate packs, event sponsorship, speaker or case study recorded on video and webcast.

The second half of the agenda focused on sales training with an emphasis on avoiding the losses associated with discounting and tips for closing profitable deals.

This part of the agenda included:

- Brainstorming focused on identifying the positive aspects of the IDC CEMA sales process and the overall team's strengths, as well as areas for improvement.

*L-R: **Jakub El Mahdi**, account manager, Poland and Baltics; **Dana Zahorovska**, CEMA sales support; **Ludmila Dimanina**, sales manager Southeast Europe; **Helga Szemenkar**, account manager, Hungary; **Lilach Klein-Krieger**, account manager, Israel; **Tatiana Hinova**, Central and East Europe sales director; and **Jaromir Valenta**, account manager, Czech Republic and Slovakia.*

- Systematic key accounts development and individual strategies to win opportunities with them.
- Client-specific negotiation/behavior styles and effective strategies for dealing with them, including some key principles and tips regarding cross-cultural interaction.
- Individual negotiation/communication skills, typical situations and how to handle difficult moments and adjust strategy and behavior to close the deal.

"Many of the presentations and discussions during the program focused on the continuing transition of decision centers away from worldwide or European-wide headquarters to local country offices and the purchasing power of multinational ICT vendors," said **Tatiana Hinova**, IDC Central/Eastern Europe Sales Director, who along with her assistant, CEMA Sales Support Specialist **Dana Zahorovska**, organized the meeting. "We need to understand how to transform our sales model, how better to communicate and collaborate to meet the needs of the region in which we live."

IDC CEMA's eight-person sales team acts as lead sales resource for clients and prospects in their sales territory and support sales efforts throughout CEMA by fielding inquiries and preparing offers for customers from CEMA countries with no direct IDC sales presence. The account managers are located in Bulgaria (covering Southeast Europe), the Czech Republic (also covering Slovakia), Hungary, Poland (covering the Baltic countries), Israel and the United Arab Emirates (covering the Mideast and Africa).

Contact Tatiana Hinova at thinova@idc.com.

Coming up

Business Intelligence and Business Performance Management
Sept. 19
Milan, Italy
http://www.idc.com/italy

European IT Forum and Conference
Sept. 25-26
Paris
http://www.idc.com/emea/events

SaaScon
(Software as a Service Conference)
Sept. 25-26
San Francisco
http://www.saascon.com

InfoWorld's Virtualization Executive Forum
Sept. 25-26
New York City
http://www.VirtExecForum.com

Computerworld Business Intelligence Perspectives
Sept. 25-27
Las Vegas
http://www.biperspectives.com

ComNet Shenzhen
Oct. 12-17
Shenzhen, China
http://www.comnetshenzhen.com.cn

Softech Mart
Oct. 20-22
Ho Chi Minh City
Vietnam
http://www.idg.com.vn

Computerworld Storage Networking World
Oct. 31-Nov. 3
Orlando, FL
http://www.snwusa.com

CIO|07: The Year Ahead "Issues. Ideas. Impact"
A CXO Media Event
Nov. 5-7
Phoenix
http://www.cio.com/conferences

InfoWorld's SOA Executive Forum
Nov. 7-8
New York City
http://www.infoworld.com/events

IDG

September 11, 2006

PHP-My SQL Applications Developer (CXO)

We're looking for an innovative thinker and experienced coder to lead application development for our growing user generated content practice. You'll join an experienced creative team developing scalable, database-driven web applications designed to encourage user interactions across multiple, high traffic websites (www.computerworld.com, www.cio.com and www.csoonline.com). You must be fluent in a LAMP (Linux, Apache, MySQL, PHP) environment. This position will be focused on building/maintaining: Custom content management systems (blogs, comment handling, RSS feeds etc.), Custom microsites (dynamic sites on common architecture) and other various PHP applications (lots of cool widgets and gadgets). The ideal candidate will be passionate about user generated content, active participant in open source community (drupal, joomla, etc.). Self taught okay. BS/BA degree in Computer Science, Math, Engineering, or equivalent experience optional. 2-5 years experience developing with PHP 4-5 in a creative team environment. A strong understanding of XHTML, CSS, MySQL and JavaScript. Experience with or ability to learn RSS important. Some Oracle/MS SQL experience is desirable (but, not necessary). Clean code a must. The successful candidate will be encouraged to continue their participation in the open source community. You will be well supported and encouraged to innovate. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Associate (CXO)

CXO Media is looking for a high energy individual to provide hands on sales support to our CIO Magazine and Events sales team. Based in Framingham, MA, this individual will support two Regional Sales Managers. Responsibilities include: direct customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings, collection of insertion orders and event sponsorship closings. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have prior sales support experience, a customer service orientation, strong follow-up and writing skills. Must be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 2-3 years business experience. Strong opportunity for advancement within sales organization.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Executive (NWI)

The Account Executive will be responsible for generating new business and servicing existing business by identifying and selling online and print advertising to small and medium sized business in high tech. This position is located in our Oakland office and will work in conjunction with our Regional Ad Directors to make daily outbound calls to prospects and will be responsible for communicating and presenting Network World's offerings (online, print and events), plus closing new accounts. Candidates must have 1-2+ years of experience in online marketing/advertising, basic knowledge of interactive advertising with regard to positioning and technology, ability to quickly build knowledge of online media, marketing and advertising sales and the ability to perform well under pressure. Undergraduate degree or equivalent, effective writing and communications skills a must. Proficiency in MS Word, Excel, PowerPoint, etc required. ***Location: Oakland, CA***
Contact: E. Cormier, Fax: 508-49-6454, Email: careers@nww.com

Sales Media Assistant (NWI)

Network World is seeking an experienced Sales Media Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will assist with fulfillment of all online and print media advertising as well as day-to-day administrative support. Candidates will utilize their superior time management, organization, and communication skills to develop ongoing relationships with our sales team and clients. Specific duties will include, tracking start and end dates for all online and print media campaigns, manage the optimization of media plans, develop and present tracking reports and analysis, and monitor online and print inventory for Sales Representatives. Excellent verbal and written communication skills, strong time management, organization, skills a must. Knowledge of MS Office, a strong attention to detail, and the ability to multi-task required. A minimum of 2 years of online media planning and negotiating experience a plus.
Location: Oakland, CA and Southborough, MA
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Consulting Director, Hardware (IDC)

IDC's U.S. Consulting practice is responsible for developing and conducting market research and consulting assignments, primarily focused on IT vendors. We are currently seeking a Consulting Director to help develop and drive IDC's consulting practice with the server industry, and to contribute to our rapidly growing practice in the hardware channels space. Working closely with the VP of Hardware Consulting and her staff, the Consulting Director will help to lead IDC's Server Consulting practice, as well as other consulting projects that include an IT infrastructure component of hardware channels. The Consulting Director will partner with IDC industry analysts, sales, and other IDC groups to develop and manage market research and consulting projects with server companies like HP, IBM, Sun Microsystems, and Dell as well as leading IT infrastructure vendors like Cisco, Intel, and Microsoft with a stake in IT infrastructure-related solutions. The Consulting Director will play a significant role in the complete life-cycle of developing and delivering custom consulting projects including business development, project execution and delivery and follow-up. In addition to these project management responsibilities, the Consulting Director will attend COB (Consulting Operations Board) meetings, contribute to and engage in ad hoc committees. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The individual should have 10 to 15 years of professional experience with a focus on client development, solution creation with senior level executives, project management and execution, analysis and writing abilities along with strong public presentation skills. Skills required include project management capabilities (the ability to manage multiple projects, and the flexibility to adapt to changing priorities); strong oral and written communication skills. Skills required include project management capabilities (the ability to manage multiple projects, and the flexibility to adapt to changing priorities); strong oral and written communication skills (reports, management presentations in PowerPoint, etc.); a high level of initiative; and proficiency with the Microsoft Office suite, including experience in working with Excel spreadsheet models for business analysis. Experience working in an entrepreneurial environment and knowledge of the server or IT infrastructure industry is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. A bachelor's degree is required and a master's degree is preferred. This position is based in IDC's San Mateo, CA or Framingham, MA office with approximately 10% travel. ***Location: San Mateo, CA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Assistant Editor (MAC)

The Assistant Editor will be responsible for contributing to Macworld's continuing coverage of new Mac products, especially hardware. S/he will write and edit reviews and product news, test new computer hardware and accessories, track the inflow and outflow of hardware products, and contribute to Macworld.com and Macworld magazine. S/he will be expected to grow his/her expertise with certain hardware products and become one of Macworld's on-staff experts, with the skill to test, evaluate, and review products in those categories. College degree required; editorial experience preferred, especially coverage of technical topics. Familiarity with and enthusiasm for the Mac platform would be a major plus. Our ideal candidate will be an enthusiastic fan of computer technology and very comfortable with computer hardware (computers, printers, digital cameras, displays, or scanners).

Location: San Francisco, CA

Contact: K. Coldwell, Email: jobopps@idg.com

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, exhibit space and/or conference sponsorships sales and cultivating new account opportunities within fast-growing IT markets both on the phone and in person. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's and can speak and negotiate with contacts at all levels from CEO to trade show managers. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their even and a prospect's needs. The ideal candidate will be someone who can build an annual and event specific sales plan that includes call plans, revenue goal setting and major customer and competitive event visits. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings.

Location: Washington DC

Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Vital Signs

continued from page 1

questions" – remain constant so trends can be tracked over time.)

- One question to see what those surveyed would like to read more about in Computerworld.
- A few wild-card questions, selected by the editors, about current topics that could turn into story ideas.

Respondents said that the top three topics that would be most interesting or useful for Computerworld to cover more closely in the next three months were security, management/leadership and IT career issues.

"One of the wild-card questions in the July survey dealt with IT recruitment challenges and turnover," Betts said, "so that became the focus of the feature story. The main reason we have wild-card questions is to make sure we get a good story out of this."

The IT recruitment feature reported that IT leaders are working harder to find and keep top talent. Forty-one percent said they found it more difficult to bring in the right IT talent today than it was a year ago, and 24% said they're seeing a bigger turnover in existing staff this year. As a result, they're adjusting their employment strategies, reconsidering hiring criteria and compensation packages, and contemplating the use of more outsourced and offshore talent.

Betts said the Vital Signs survey will be quarterly rather than monthly because "we were concerned that a more frequent survey wouldn't show significant changes regarding IT spending and the other topics."

For more details contact Mitch Betts at mitch_betts@computerworld.com. WU

Readers talk about trends

As part of its first Vital Signs survey, Computerworld asked IT managers about industry trends and their plans for them. Below are three of the questions and their responses.

What are the most critical technologies to your company today?
1. Data security/privacy
2. Disaster recovery/continuity planning
3. Antivirus protection
4. Data management/business analytics
5. Servers

What changes do you expect in your IT spending in the next 12 months?
Increase: 46%
Decrease: 11%
No change: 43%

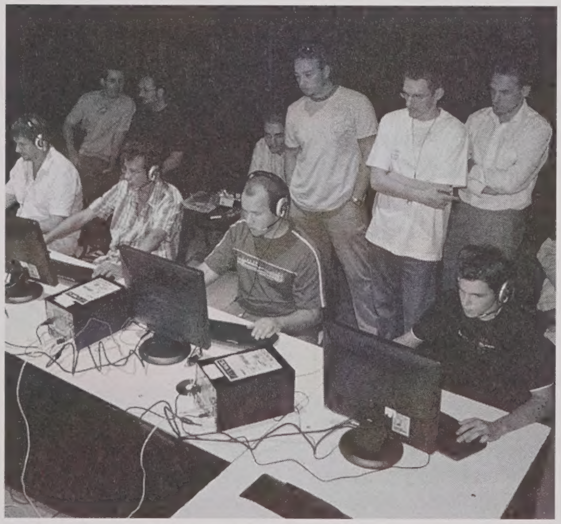
What will be your biggest management challenge in the next three months?
1. Managing projects
2. Budget constraints
3. Managing/developing personnel
4. Regulatory compliance

Cyber Games

continued from page 1

replace a small communication company and assume overall management responsibilities.

As it did last year, IDG Hungary made all the arrangements for local qualifying rounds – all of which were held online – and for the country championship, which was held Aug. 26-27 in Budapest's Millenaris Park, a cultural center for business and public events. More than 1,800 visitors watched close to 600 competitors vie for national honors on half a dozen large-screen monitors. In addition to watching the games, visitors participated in various activities organized by IDG Hungary staff, including a darts competition and indoor soccer. Samsung also sponsored a dance group for entertainment.



GameStar Hungary Publisher ***Jozef Szigetvari*** *(standing, second from right) observes some of the competitors at the World Cyber Games.*

While the WCG Finals involve six PC games (Counter-Strike 1.6, FIFA Soccer 06, Star Craft: Brood War, WarCraft III: Frozen Throne, Need for Speed: Most Wanted and Dawn of War: Winter Assault) and two console games (Dead or Alive and Project Gotham Racing, both on Xbox), the Hungary championship only involved PC games given GameStar's focus.

In addition to Szigetvari, the other primary contributors from IDG Hungary were **Daniel Hadhazi**, who was hired to work full-time on the event, and Circulation Manager **Monika Babinecz** and Marketing Manager **Judit Kovacs**.

Other than the GameStar sponsorship, IDG Hungary didn't have to spend any of its own money on the event and "made a nice profit, in exchange for the tremendous eight-to10 months' worth of work we put into it," Biro said. He's hopeful the business unit will be called to manage next year's event, as well.

According to its Web site, World Cyber Games' ideology is "to lead the development of the digital culture by promoting harmony of humankind through e-sports."

For more details contact Istvan Biro at ibiro@idg.hu or go to http://www.worldcybergames.org. WU

IDG's Italian partner serves as media partner for WCG finals

IDG's Italian licensee, Nuov@Periodici Italia, is the official media partner for the World Cyber Games 2006 finals, to be held in Monza, Italy, Oct. 18-22. The partnership includes editorial coverage of the event on the GameStar Web site, with highlights included in GameStar's daily e-newsletter. Nuov@Periodici will also publish an article in its October issue of PC World Italia, publicizing the upcoming finals. The GameStar and PC World logos will appear on all promotional material — both print and online — about the Cyber Games finals and Nuova@Periodici Italia will have a booth on site during the finals at which they will sponsor various promotional activities.

noteworthy people

New employees

Theresa Eshiet joins IDC West Africa in Lagos, Nigeria, as a conference assistant, coming from her role as senior marketing executive at Digital Communications Konsult Nig. Ltd. She holds a B.S. in accounting from Obafemi Awolowo University in Ile-Ife, Nigeria. *teshiet@idcwestafrica.com*

Raphael Phang joins IDC Singapore as director of Government Insights. He has more than 17 years of experience in the IT and professional services industry, working with both government and commercial clients. Prior to joining IDC, he was with Singapore Computer Systems, where he held concurrent responsibilities as country manager for the company's Brunei operations and account director for the e-Government Portfolio. He graduated from the University of Sheffield, U.K. with an M.A. in software, systems and information engineering and is a chartered member of the British Computer Society and a member of the Institute of Electrical & Electronic Engineers. *rphang@idc.com*

Ngak
MICHELE NELSON

IDG Entertainment has hired **Chenda Ngak** as a copy editor for GamePro Magazine, GamePro.com, Star Wars Insider, and Code Vault. She was previously a trafficking coordinator with Metro Newspapers and holds a B.A. in creative writing from San Francisco State University. She enjoys "everything that involves literature, art, music, films, fashion, people, subculture, traveling, adventures, and random experiences." *cngak@gamepro.com*

CXO Media has hired **Bethany Whiffin** as an event coordinator. She previously worked for CMP Media as an Eastern regional sales coordinator for Information Week, Optimize and Network Computing. She holds a B.S. in hospitality sales and meeting management from Johnson & Wales University in Providence, R.I., and enjoys following major league baseball, particularly the New York Yankees, cooking, reading and playing tennis. *bwhiffin@cxo.com*

Previously an online designer with Upromise, Inc., **Wayne Yii** joins Computerworld as a senior Web designer. A graduate of the Massachusetts College of Art, he holds a B.F.A. in graphic design. He enjoys traveling "whenever possible," following the Boston Red Sox and spending time with his family. *wayne_yii@computerworld.com*

Jim Scollon joins IDC Australia as an account executive, coming from his role as general manager, Sincerutty Trust Zimbabwe, Ekhaya Kip Keino Home. He holds a B.S in economics and social sciences from the University of Sydney and enjoys cycling, sailing and travel. *jscollon@idc.com*

Previously a Western U.S. print and national digital sales manager with PennWell, **Lori Kehoe** is CXO Media's new online district sales manager. A graduate of San Francisco State University, she holds a B.A. in physical education and enjoys golf, skiing, scuba diving and her dogs. *lkehoe@cxo.com*

Online District Sales Manager **Kristina Dudarevitch** comes to CXO Media from her role as account development manager with CMP Technology. A political junkie and sports fan (and New York Yankees "fanatic") she also enjoys spending time with her friends and family, especially her nieces. *kdudarevitch@cxo.com*

Mullany
MICHELE NELSON

Andrea Mullany is IDG Entertainment's new sales coordinator. She was previously an English teacher with the American Language School in Japan's Chiba Prefecture. She earned a B.A. in library studies and education at Humboldt State University in Arcata, Calif., and enjoys snowboarding, mountain and road biking and painting. *amullany@idg-entertainment.com*

Do-Kyun Koo joins IDC Korea as an analyst in LAN tracking and other network equipment market research. He was previously a network engineer specializing in Layer 2-3 switches and is a graduate of Daejeon University with a degree in information system engineering, as well as Cisco Certified Network Professional certification. Away from the office he enjoys movies, computing and playing with his son. *dkkoo@idc.com*

Young
PETER SHORT

Program Director **Janice Young** comes to IDC's Health Industry Insights from her role as VP, research and research area director with Gartner. She holds a B.S. in natural science and romance languages and a M.A. in health science, health finance and management from Johns Hopkins University in Baltimore. She spends her free time raising two children, coaching soccer, hiking, biking and traveling. *jwyoung@idc.com*

IDC Framingham has hired **Brett Waldman** as a research analyst in its operating environments group. He was previously a security software and enterprise applications analyst with Kaufman Brothers, L.P. He earned a B.S. in computer science and an M.B.A. from the University of Massachusetts/Amherst and enjoys baseball, basketball, hockey and skiing. *bwaldman@idc.com*

Waldman
PETER SHORT

Campbell
PETER SHORT

Jay Campbell is IDC Framingham's new VP, Interactive Products; he was previously VP, Product Development, at Monitor Group. He holds a B.S. in engineering and economics from Vanderbilt University in Nashville, Tenn., and an M.B.A. from Boston College. Away from his desk, he enjoys running and "a little golf." *jcampbell@idc.com*

Returning employees

Hennessey
PETER SHORT

After a stint at Wachovia Securities as a software equity analyst, **Mike Hennessey** returns to IDC Framingham as director, Buy-side Investment Research, Software and Services; he was previously director, Investment Research Services. He earned a B.S. in management from the University of Vermont and an M.B.A. from Babson College in Wellesley, Mass.; he is also a chartered financial analyst. Outside the office he enjoys playing tennis and spending time with his wife and two young children. *mhennessey@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
John Gallant *Network World*

21
Mary Gibbons *IDC*

20
Sylvie Mrabet-Neuhoff *IDG France*

18
Hilary Smith *IDG*

17
Tina Ölschlager *IDG Global Solutions/Germany*

16
Maria Jose Marzal *IDG Spain*

15
Bill Bernardi *IDC*

14
Donna Moschella Hopkins *IDG World Expo*

12
Michal Kreczmar *IDG Poland*

11
Aldona Rekawek *IDG Poland*
Glenn Mosesso *IDG*

9
Jason Kelley *Connell Communications Inc.*
Alana Dros *IDG*
Nancy Weil *IDG News Service*

8
Juan Perez *IDG News Service*

7
Naoki Morimoto *IDG Japan*
Katsutaka Ishibashi *IDG Japan*
Ben Gerholt *IDG Australia*
Paul Marttila *IDG Australia*
Frank Maier *IDG Germany*
Michelle O'Mahoney *IDC*

6
Masato Tateno *IDG Japan*
Phil Hassey *IDC Australia*
Lawrence Surtees *IDC Canada*

4
Reiko Sato *IDG Japan*
Fredrik Sundwall *IDG Sweden*
Suvi Markunsalo *IDC U.K.*
Simone van der Kooij *IDC U.K.*
Robert Jesionek *IDG Poland*

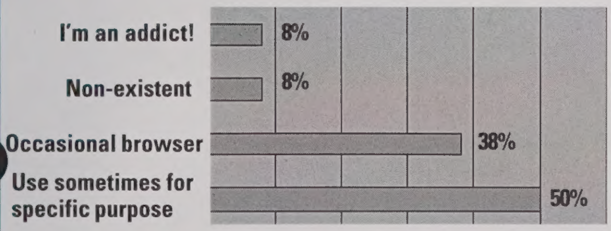
3
Elizabeth Cutler *IDC*
Jill Terry *InfoWorld*
Fred O'Connor *IDG News Service*

2
Dan Frakes *Mac Publishing*

1
Sumit Maden *IDC Ctr. for Consultancy & Research, India*
Swathi Krishnaswam *IDC Ctr. for Consultancy & Research, India*
Andrew Kwon *IDC Korea*
Walter Lee *IDC Singapore*
Sergio Lopez *IDG Spain*
Jeremy Kirk *IDG News Service*
Marie Brewis *PC Advisor*
Lottie Öwre-Söderberg *IDG Sweden*
Maria Ingels *IDG Sweden*
Cyril Talusan *Network World*
Erik Larkin *PC World*
Dick Blouin *IDG World Expo*

Question of the Week results for Sept. 4

How would you describe your interest in online auction sites?



Log on to www.idgcentral.com to vote on this week's question: What's the primary way you get to the office?

One on one

continued from page 3

CIO Executive Council co-developed with Case Western Reserve University's Weatherhead School of Management. The course curriculum is based on the Council's IT Value Matrix and incorporates a CIO guest lecture series through which eight CIO Executive Council members will take students through real case studies from their organizations. The program ties to the Council's goals of reaching out to academic institutions and influencing the pipeline of future IT and business professionals.

Q How has the mission of the Council evolved since its inception?

A While the Council has certainly evolved significantly since its formation, particularly in terms of how we understand and run the business, the core goals and values of the Council — to advance the profession of the CIO — have remained essentially the same. In fact, I would say that these goals are stronger now than they were when we launched, for we've been able to witness firsthand the strength of the mission and the members' renewed commitment to that mission. The most significant refinement of the mission in the past year has been a growing commitment by the members to help CIOs realize their full potential as business executives, focused on an organization's value to its shareholders.

> *At the end of the day, the core value of the Council is in its members.*

Q Are there any other similar groups out there for CIOs? If so, how does the CIO Council differentiate itself?

A While we are certainly not the only show in town, we do have a unique value proposition from other CIO member organizations. When we were putting the Council's business together three years ago, we listened very carefully to our most trusted and insightful CIO colleagues and made every effort to distinguish ourselves from the rest. At the end of the day, the core value of the Council is in its members. We don't try to be what we're not, and what we are begins and ends with the member CIOs.

In addition, being a sister organization to CIO magazine has, in many instances, given us instant credibility with members of the CIO community who have read the magazine, visited the Web site and attended CIO events for several years now. Our relationship history and reputation is something our competitors just can't touch. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

celebrating 10!

Name
Deborah Winders

Home
Framingham, Mass.

Joined IDG
Circulation Director for MacintoshToday

Career path since joining IDG
Circulation Director, DigitalNEWS; VP of Circulation, Network World; Circulation Director, GamePro.

Current title
Vice President/Circulation, Computerworld. I renew current subscribers and acquire new ones for CW.

Most challenging part of your job
Finding new non-traditional marketing methods (that work) to renew/acquire subscribers.

Best part of your job
Interaction with all the other departments.

Career highlight
Working at Computerworld! What could possibly be better?

What's kept you at IDG for 10 years?
Great company, great people!

Best compliment you've ever received on your work?
That I am able to do more with less.

Person from whom you've learned the most about leadership?
Bob Carrigan. He epitomizes what it means to be a leader.

Interests outside the office
Music, reading, museums and long walks with my pups.

What's the most rewarding thing you've ever done
Rescued my dog, Cali. She was found abandoned and starving on the streets of Louisville, KY.

What's your favorite thing on your desk?
A photo of my 4-year-old old grandson, Nathaniel. It never fails to bring a smile to my face.

Favorite way to work off stress?
Listen to music.

What talent do you wish you had?
I wish I could play acoustical guitar.

Dream destination
Paris

Fantasy job
Doggie day care.

What others can't tell just by looking at me
That I'm a rocker!

*IDG Chairman **Pat McGovern** escorted Computerworld's **Deb Winders** to dinner at Boston's Four Seasons Hotel in honor of her decade of service to IDG.*

Five people — living or dead — you'd invite to a dinner party?
Johann Sebastian Bach, Billie Holiday, Bob Dylan, Joni Mitchell, Slash (of Guns N'Roses) or Bret Michaels (Poison) ...just in case one of them isn't available.

As a child, what did you want to be when you grew up?
A teacher.

First job?
Besides driving a tractor on my dad's farm, my first office job was as a clerk in a credit bureau.

One possession you'd grab if your house were on fire?
My iPod.

What book is on your nightstand?
"March" by Geraldine Brooks. I love everything written about the Civil War era. This is a fictional account of Mr. March, the absent father from Louisa May Alcott's classic "Little Women." It's an adult resonance to Alcott's optimistic children's novel. Good reading!

If you won the lottery tomorrow, you would
Give half to my son and the other half to The Humane Society.

Manager's profile
"Debbie's wealth of experience in circulation has been invaluable to Computerworld. She is the consummate professional — a true team player and thoughtful manager. Deb is well respected among her peers as well as her colleagues in the industry. We are fortunate to have such a savvy executive navigating our circulation efforts. She is a pleasure to work with and a tremendous asset to Computerworld."

— Matt Sweeney, president & CEO, Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Joe Mola *Computerworld*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Network World events group breaks new ground

Inside this issue

IDG Media Kit points audience to online database *page 2*

Publications profit margin report for July *page 2*

One on one: Computerworld.com and CXO Online Media VP/General Manager Martha Connors *page 3*

Celebrating 10: InfoWorld's Andre Angeles *page 8*

New security conference leverages expertise of various IDG units

Leveraging the power of IDG's leading U.S. publications, Network World's IDG Executive Forums team launched an event for the security industry earlier this month at Boston's Hynes Convention Center. The inaugural Security Standard conference hosted more than 600 security leaders for "two days of insightful dialog centered on the business implications every organization faces when implementing an effective security strategy. This collaborative effort broke new ground, and I'm particularly proud of my team at Network World for making this first-time event such a success." said Network World Executive VP, Events **Neal Silverman**.

A pan-IDG U.S. event, The Security Standard showcased the expertise and cooperation of a number of different business units. "IDG Corporate Sales initiated the opportunity, Network World's team took on all sales, marketing and event management re-

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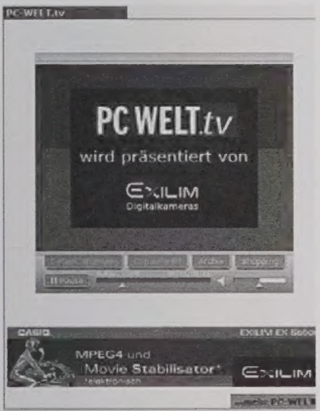
IDG World Expo China licenses DEMO, holds first non-U.S. version

*NWW's **Neal Silverman** (l) and IDG China's **Hugo Shong** welcomed attendees to China's first DEMO conference.*

China earlier this month became the first country outside the U.S. to host its own DEMO conference. Licensed from IDG Executive Forums and produced by IDG World Expo China, DEMO China showcased up-and-coming new products from 29 carefully chosen vendors for an invitation-only crowd of 300 Chinese and foreigner investors, entrepreneurs, global media repre-

continued on page 4

PC-Welt airs first commercial created for the Internet in Germany



PC-Welt.tv staff is already discussing Internet-only commercials, such as the one shown above by Casio, with several other media agencies and customers.

PC Welt's online TV program, http://www.pcwelt.tv, was one of several sites to air the first commercial in Germany created exclusively for the Internet.

Casio Company purchased a 15-second spot on PCWelt.tv for two weeks in July to promote its new digital camera, Casio Exilim. The spot was integrated within one of PCWelt.tv's editorial reports, a three- to four-minute segment in which experts from PC World's Test Center introduce new software and hardware products. PC-Welt produces 10 to 15 editorial reports a month in its in-house studio.

The Casio spot was inserted between the introduction to the editorial report and the report itself. The final text of the commercial refers to a banner that appeared directly under the media player window, and a click on the banner linked to more specific information about the camera. That banner below the player was shown 126,000 times over the two-week period, with an "excellent" click-through rate of 0.5 percent, according to Key Online Account Manager **Rudolf Mueller-Goldhorn**. He said the industry average click-through rate for regular banner advertising about 0.04 percent.

Casio paid 4,000 Euros (US$5,123) for the advertising package, which included a banner on the PCWelt.tv home page, the spot and the interactive ad below the player.

"Our aim is to provide an effective cross-media combination of full video advertising and the interactivity of Internet advertising that is precisely tailored to the needs of innovative advertising clients," Mueller-Goldhorn said. He credited Junior Ad Sales Manager **Tobias Teske** with presenting PCWelt.tv's merits to Casio's media agency. The agency found PCWelt.tv highly suitable for Casio's branding campaign, and they included the site in their media plan.

For more information write to rmueller-goldhorn@pcwelt.de.

newsworthy in brief

IDG Media Kit points users to more detailed information online

The introductory overview looks at print, online, events and research.

The 2007 IDG Media Kit has a brighter, trimmer appearance than previous versions and will be distributed to publishing subsidiaries, partners and selected business units beginning Sept. 22. Just as IDG has moved from its print-centric origins to an integrated media company with a substantial online presence, the media kit's chief function today is to motivate clients, prospects and other visitors to go IDG's public Web site, http://www.idg.com, where they will find an ever-increasing storehouse of detailed product information.

IDG's Corporate Communications group in Boston began the planning process late last year, mindful that IDG Chairman **Pat McGovern** and the IDG Management team preferred that the majority of the 2007 data be available online.

Beginning in January, the Corporate Communications team interviewed employees who have been the most frequent users of the media kit to learn more about their preferences and needs.

"The consensus was that the media kit should be mainly online, but there was still demand for some kind of printed material that would impress and educate prospective customers about the company and that could also be used as an employee recruiting tool," said Marketing Communications Specialist **Teresina Cardamone**, who managed the media kit project.

Many employees said previous kits have been too bulky and difficult to carry around, so the information has been consolidated from five separate 8 ½-by-11-in. fold-out brochures (introduction, print, online, events and research) into two pieces: one large four-panel brochure that provides an overview of those businesses and a 3-by-6-foot poster with thumbnail images of publication covers (with circulation figures below them), Web site logos (with URLs) and conference/event logos (with city). The poster is segmented into regions, with all IDG products within a country depicted. IDC images and a description of the research function are on a separate panel.

Cardamone began contacting business units in May to update the media kit. For the second consecutive year, as she approved the information business units submitted to a database, the data was automatically updated on IDG.com, well ahead of the print media kit.

IDG Corporate Communications will soon make design changes and functional improvements to IDG.com. One enhancement will be more detailed information about audience demographics, which was gathered during the media kit updating process. Another enhancement gives users more flexibility to search IDG's offerings by letting them customize a search by brand, region, product type and audience.

For more information or to request media kits, write to teresina_cardamone@idg.com. WU

Full publishing profit margin report for July is on IDG Central

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month of July, see this feature on IDG Central (http://www.idgcentral.com).

CW/IW publications
1. Computerworld Malaysia
2. China Computerworld
3. Computerworld Singapore
4. Computerworld Brazil
5. Computerworld Romania

PC World publications
1. PC World U.S.
2. PC Tipp (Switzerland)
3. PC Advisor (U.K.)
4. Australian PC World
5. PC World Romania

Macworld publications
1. Macworld U.S.
2. Macworld U.K.
3. Macworld Espana (Spain)
4. Macwelt (Germany)

Networking publications
1. China Network World
2. Network World U.S.
3. Network World (Japan)
4. China Telecom World
5. NetWorld (Poland)

Reseller publications
1. China Computer Partner World
2. Australian Reseller News
3. New Zealand Reseller News
4. Dealer World (Spain)
5. Computer Partner (Germany)

Games publications
1. GamePro (Germany)
2. GameStar (Germany)
3. GameStar (Hungary)
4. GameStar (Czech Republic)
5. GamePro (U.S.)

CIO publications
1. China CEO & CIO
2. CIO Singapore
3. CIO Japan
4. CIO France
5. CIO Australia

Coming up

InfoWorld's Virtualization Executive Forum
Sept. 25-26
New York City
http://www.VirtExecForum.com

Computerworld Business Intelligence Perspectives
Sept. 25-27
Las Vegas
http://www.biperspectives.com

Central & Eastern European Storage Conference
Oct. 5
Moscow
http://www.idc.com

IDC CEMA Business Intelligence Roadshow
Oct. 12
Zagreb, Croatia
http://www.idc.com

ComNet Shenzhen
Oct. 12-17
Shenzhen, China
http://www.comnetshenzhen.com.cn

Softech Mart
Oct. 20-22
Ho Chi Minh City
Vietnam
http://www.idg.com.vn

IDC CEMA Business Intelligence Roadshow
Oct. 25
Ljubljana, Slovakia
http://www.idc.com

IDC CEMA Business Intelligence Roadshow
Oct. 26
Prague, Czech Republic
http://www.idc.com

Computerworld Storage Networking World
Oct. 31-Nov. 3
Orlando, FL
http://www.snwusa.com

CIO|07: The Year Ahead "Issues. Ideas. Impact"
Nov. 5-7
Phoenix, AZ
http://www.cio.com/conferences

the interview

one on one

Martha Connors
The VP & general manager of Computerworld.com and CXO Online Media is this week's columnist. Reach her at martha_connors@computerworld.com.

> *"In the online world, readers pass through sites more than stay with them. We don't own the customer as we do in print. Let's pass them to each other as much as possible!"*

Q It's been several months since Computerworld and CXO Media announced the consolidation of their respective online departments into a single group. Can you briefly review how this group is set up and what have been the most important benefits to both business units?

A The new combined group, called the online publishing group, has combined the design, production, technology and audience development teams. They support all sites, and all projects, as one team. This has allowed for more hands overall to manage projects and a greater ability to share varied expertise. One plus one does equal three in this case! The new combined team has moved to the old Bio-IT space on the second floor of 1 Speen Street in Framingham.

Q Does this new arrangement have implications beyond simply sharing technology and resources?

A Yes, there are significant implications for the Computerworld.com and CXO online businesses. By managing both online editorial teams we can focus on creating more complementary strategies. While the editorial and brands stay completely separate, we can make sure that the online strategies do not compete with each other. Computerworld is focused on news and information around technology topics. CIO.com and CSO.com are certainly topic-based, but the strategy is to be resource-centric, offering how-to's, research, careers, advice and news. Also, more deeply linking to each other can help traffic across sites. In the online world, readers pass through sites more than stay with them. We don't own the customer as we do in print. Let's pass them to each other as much as possible!

Q Are there differences in the way Computerworld and CXO Media approach their online businesses, and how does your group cope?

A We all have similar revenue goals — and big ones. We must Increase traffic exponentially and, equally, improve the ability of the sites to generate leads for our customers. How we do this can differ based on the brand. We're using both investment in content, editorial and reader, as well as changes to the site infrastructure and design to encourage the readers to "do one more thing." Contextual content and depth of content helps to increase stickiness. From the operational side, we simply match efforts to these varied strategies.

Q What is your opinion about content sharing between IDG's various media units and, in fact, between IDG media units and their traditional competitors? Is content becoming a commodity?

A Sharing full-text content can hurt us all if we do it too much. SEO [search engine optimization] is compromised when external search finds multiple copies of the same stories. The tactic is to drive readers to each other's sites. Now, this does not just mean some related links on our pages, which we do, but more sub-branding and linking between sites. For instance, the ABC's that CIO.com publishes can be a branded section on some pages on computerworld.com. The sections link back and do not copy content. Computerworld news can be a sub-brand on CXO sites, linking back. News.com and CNET do this very well, and we'll be experimenting with this strategy.

Q Everyone talks about the importance of the one-on-one relationship with readers in the online space. How does this manifest itself at Computerworld and CXO Media?

A Computerworld.com, CIO.com and CSOOnline.com are developing deep user-generated content areas on the sites. Currently, our sites are mostly one-to-many with the editorial voice being the most prominent content on the site. Now, this is a great thing. Our editorial voice is our brand. I believe, however, that our site content strategies need to evolve to be one third editorial, one third user content (voice) and one third vendor-created content. That will provide our readers the full breadth of what they need when actively seeking information online.

In the area of user-generated content, we're in the process of building an "advice" area on the CXO Media sites that will be peer-driven. Computerworld.com is starting by completely blowing out our "SharkTank" brand online. (SharkTank is originally from print and is a column of snarky and humorous stories from our IT audience.) We'll be broadly opening up the opportunities for readers to post content and reactions.

What's on your mind?

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

Products are the stars of DEMO

Owned and managed by Network World in the U.S., DEMO was started 16 years ago as a launch pad for promising new products and services. Companies selected to demonstrate their wares at DEMO must meet strict requirements:

- Their products must be making their public debut at DEMO
- Their products must make a significant contribution to the state of the art in its market
- There must be a management team in place capable of delivering the product to the market.

Each company is invited to the DEMO stage to deliver a six-minute, Powerpoint-free presentation. Following the demonstrations, companies can meet with potential partners, investors and the press.

"The big idea behind DEMO," explained Network World Events and Executive Forums Senior Director of Marketing and Business Development **Michael Garity**, is to create a level playing field where the focus is on the product, not the size of a company's marketing budget. A small, unknown company has the same opportunity to capture the audience's attention as does a Microsoft or a Nokia," he said.

Over the years, many now well-known products have made their public debut at DEMO including the PalmPilot, Java, TiVo and VM Ware, to name a few.

DEMO site aims to create community

DEMO.com has been relaunched with a new focus on creating a community around the DEMO brand. "Our plan is to have DEMO.com represent much more than just the conference itself," said Network World Events and Executive Forums Senior Director of Marketing and Business Development **Michael Garity**. Going forward, Garity said his team plans to use DEMO.com as a way of staying in touch with attendees and creating ways for attendees to be in touch with each other throughout the year.

DEMO China

continued from page 1

sentatives and distributors.

Modeled after the U.S. event, which is owned by Network World and managed by its Events and Executive Forums group, DEMO China took place at the Renaissance Tianjin Teda Hotel and Convention Centre Sept. 6-8. **Dora Yang**, executive vice president of IDG World Expo China served as the conference's producer and host.

After opening remarks delivered by IDG China President and CEO **Hugo Shong** and Network World Events and Executive Forums Executive Vice President **Neal Silverman** the first day of the conference was given over to the product introductions. The second day featured a conference program focusing on the Chinese venture capital community, technology innovation in China and investment trends.

Members of the IDG World Expo China team that helped ensure a successful debut for DEMO in China included (l-r): ***Dolphin Liu****, Integrated Marketing Service;* ***Julia Gao****, account manager;* ***Leslie Zhao****, general manager of North China, IDG WEC;* ***Dora Yang****, executive VP;* ***Neal Silverman****, executive vice president, NWW Events and Executive Forums;* ***Sunny Zhao****, project manager; and* ***Darren Xiao****, project manager for DEMO China.*

In what has become standard DEMO tradition, each company was invited to the stage to deliver a six-minute Powerpoint-free presentation. While most of the companies hailed from China, the lineup also included U.S., French and Taiwanese companies eager to access the vast Chinese market. IDG provided simultaneous translation for foreign attendees.

"The first DEMO China in Tianjin went very well, and my colleagues at IDGVC also thought the event to be very helpful to their business and were impressed by the quality of the deals presented at the event,"Shong noted.

More than 100 companies submitted applications to demonstrate at DEMO China. A selection committee consisting of representatives from the venture capital community, IDC and the Chinese government sifted through those applications to select the 29 participants. Products introduced included an OEM platform for building social networks called AreYouHere from ClicMobile; a content publishing site called Honxiu.com on which users can share Chinese-language fiction with other users; Saybot, English-language learning software; and a wearable smart communications device with one-touch dialing from Mjox called DUO. All 29 six-minute presentations will be available on http://www.DEMO.com within the next two weeks.

Noting that DEMO China is just the first in what he hopes will become an international family of DEMO events, Network World Events and Executive Forums Executive Vice President **Neal Silverman** said he envisions positioning the DEMO stage as a way for companies to access various major markets across the globe. "We've been talking with a number of other IDG units and ultimately, we'd like to see DEMO conferences in several European locations, South America and possibly another Asian market," Silverman said.

"As part of our licensing agreement, we provide our partners with a tremendous amount of support," noted Silverman, who spent two weeks in China in April meeting with potential sponsors and participating in numerous press events to promote the upcoming DEMO conference. Network World's events group has also built an intranet for its partners to facilitate sharing information including a training manual, production and logistic schedules.

IDG World Expo China staff, in turn, worked closely with the demonstrating companies to hone their presentations. "DEMO is a very different kind of event from what we are used to here in China," Yang noted. "There are no keynotes, no technical tracks or tutorials. At DEMO the creative presentation is the protagonist." Yang said her group, some of whom had attended one or more DEMO events in the U.S., provided whatever assistance they could to the presenters. In one instance, for example, Yang said one company's founder, a highly skilled technical expert, was having difficulty with the presentation. They tactfully suggested the company's VP of marketing might be a more effective communicator and "the company had great success on the demonstration day," Yang said.

The next DEMO conference will be held Sept. 25-27 in San Diego. Contact Neal Silverman at nsilverman@nww.com or visit http://www.DEMO.com.

September 18, 2006

Compensation and Corporate HR Analyst (CHR)

IDG Corporate HR is seeking an entry-level professional who is highly organized, flexible, customer-focused, and possesses strong analytical skills. Reporting to the Director of Compensation, the main responsibilities include: conducting market research on new or existing positions and providing consultative recommendations to Line HR; coordinating participation in annual external market surveys and maintaining vendor relationships; consolidating and analyzing internal and external market data; creating tools for the annual salary planning process and monitoring the process; producing ongoing and special reports related to compensation trends and worldwide executive pay; creating and maintaining job descriptions in IDG's HRIS; assisting with the preparation and maintenance of existing worldwide executive compensation plans and participating in the development of new plans; and providing general and analytical support in all areas of compensation and corporate HR planning, including project support to the VP of Corporate HR. The successful candidate will have at least 3 years of business experience in a similar capacity, preferably with at least one year in the field of Compensation. Strong attention to detail, good communication skills, proven analytical skills, the ability to handle confidential information, and excellent Excel and Word skills are necessary. Prior experience using PeopleSoft or other HRIS, exposure to report writing, and knowledge of compensation practices (including World at Work coursework or CCP designation) are a plus. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Online Editor (CXO)

CXO Media Inc. is looking for an Online Editor for its fast growing sites, cio.com and csoonline.com. The Online Editor will help to build, monitor and coordinate content for online community pages on the websites. The position will monitor and provide a variety of content material aimed at specific communities of users while also searching out alliances, partnerships and content-sharing with relevant groups, publications and suppliers. Experience with Web page design and graphics is a plus. This position requires an enthusiastic self-starter with an ability to work with a team while also taking a leadership role. Demonstrated writing and editing skills are necessary, along with excellent interpersonal skills. This individual must be able to connect with and understand the user community, in order to drive readership to the websites and the new communities pages. This position must also play a role in building partnerships that add value and bring resources to specific pages. The Online Editor will be responsible for setting the tone, creating a voice and populating the pages with relevant copy and forums, including material from print and on-line sources, as well as from external sources such as other publications, reports, research, conference information, white papers, etc. This editor will also develop relationships with appropriate community groups, such as user associations, educators, standards bodies, computer vendors, etc. Editorial and/or marketing background is required with knowledge and understanding of the computer industry and IT professional community.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sr. Online Editor (CXO)

CXO Media Inc. seeks an experienced Senior Online Editor to take charge of original online features creation. Reporting to our Online Editorial Director, the central focus for this position will be conceiving, assigning, and editing high value, high-page-view how-tos, daily short web content, and issues-oriented online stories on information technology topics. A key component of cio.com and csoonline.com content-building strategy is creating fast-turnaround technology articles, blogs, opinions, trends, and issues content in response to breaking news, newly released hot products, industry events, and other timely topics of interest. The successful candidate will function as a leading team member in helping to develop the process and techniques to achieve our content-creation goals. The Senior Editor will be responsible for developing a stable of freelance writers, as well as working with staff editors and writers and writing original content for the sites. He or she must have the ability to brainstorm article ideas in a team process and turn those ideas into engaging, benefit-rich articles. This position requires a Bachelor's degree in English or Journalism with at least 5 years experience editing online features and reviews, ideally in the computer technology field. Some IT publishing experience is essential. Experience with TeamSite and Omniture, or similar content management and traffic measurement tools is desirable and an understanding of basic HTML is required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Online Editor (CXO)

CXO Media Inc. is seeking an Online Editor to generate, oversee and manage several key content areas for cio.com and csoonline.com's successful and growing Internet business. Responsibilities will include launching and managing a major expansion of site-wide blogging by working with staff and freelance writers and engaging an open user generated content community. This individual will also ensure a steady stream of daily contributions; significantly growing audio webcast offerings; creating downloadable "executive bulletin" reports on various technology topics; working with print editors and other online editors to develop online content associated with important news and feature stories; and pitch in on e-mail newsletter editing when needed. Candidates should have a deep knowledge of and passion for blogging and interactive Web communities, as well as 3-5 years writing and editing experience. Experience writing and editing for technology professionals would be a plus.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Director, Digital Media and Entertainment (IDC)

IDC is seeking a Program Director to lead its new Digital Marketplace and New Media research practices. This person will have responsibility for directing and producing strategic, thought-leading research on the digital media marketplace. The programs' coverage areas focus on the impact of the Internet for targeting, distributing, and selling to end users. It examines the role of business models, partnerships, communities, portals, and advertising on the online digital marketplace. Additionally, the research will provide strategic analysis of the online consumer ecosystem, how acquisition of consumer content and advertising is increasingly moving to the Internet and the digital marketplace's impact on businesses and web properties that target consumers. The individual will be required to deliver compelling, insightful research on a timely basis, high levels of customer interaction, and be able to grow the practice. The Program Director will run two research programs, will serve as a main point of contact for the Sales force for product education, and will also field press inquiries. In this role, the Director will write most of the research for the products, but will work with multiple analysts on a regular basis, so a collaborative spirit is critical for success. The individual needs to have a deep understanding of the digital media and entertainment market, strong client-service skills and product management experience. Some travel is required. The desired individual will have at least 7 years working experience in traditional and/or online media and entertainment markets and several years of working experience as a product/project manager. Experience as an analyst or researcher is a plus. A successful candidate should be able to: provide actionable advice to multiple levels of an organization; demonstrate insightful and concise writing and public speaking skills; have and build relationships with key M&E, technology, service and content vendors; drive business development and support sales activities that lead to client acquisition; work in a fast-paced, ever changing environment; demonstrate initiative and structure in independently exploring new topics; balance multiple roles simultaneously. ***Location: San Mateo, CA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Online Producer, Business Content (IFW)

InfoWorld.com is seeking an experienced online journalist/editor to manage editorial content for our email newsletters, RSS feeds, lead generation programs, and other specialized, sponsored online information products targeted to our core audience of enterprise IT professionals, with the aim of driving core InfoWorld.com business metrics. S/he will report to the Executive Producer and work closely with Editorial, Lead Gen, Audience Development, Sales, Marketing, Technology and Events. The ideal candidate will have at least three years of professional journalism experience with a major online media company. Bachelor's degree required along with proficiency in HTML, XML, RSS, and Excel, plus strong knowledge and hands-on experience with analytics, content management systems and the enterprise IT market. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

Regional Sales Manager (IFW)

InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the assigned East Coast territory. Core responsibilities include creating and developing new accounts, growing existing accounts and selling InfoWorld's full portfolio of print, online and events. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. Candidates should be driven, articulate, and comfortable building senior level relationships. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers. ***Location: East Coast, Paramus, NJ***
Contact: K. Coldwell, Email: jobopps@idg.com

IDG

Current Jobs, Week of September 18, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online How-to / Reviews Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Corporate HR						
	HR	Compensation and Corporate HR Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
CXO Media						
	Cust Pub	Project Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Exec Progs	Director of Operations, Executive Programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	IT Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Sales Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	PHP-MySQL Applications Developer	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Sr. Online Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
IDG						
	Admin	Part-time Office Associate	Paramus NJ	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Global Solutions						
	Bus Dev	European Online Business Developer	Staines UK	Piper Sheer	piper_sheer@idg.com	508-935-4791
	Marketing	Program Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG List Services						
	Marketing	Manager of Brokerage Services	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Research						
	Research	Marketing Research Manager	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Events	Conference Content Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Multimedia Producer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Online Producer, Business Content	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Regional Sales Manager	East Coast, Paramus NJ	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
Mac Publishing						
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
Network World						
	Online	Online Account Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Account Executive	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Event Sales Representative	Oakland CA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Media Assistant	Oakland CA, Southboroug	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	General Manager, PCWorld.com and Macworld.com	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Sr. Conference Producer	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Events	Vice President, Operations	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Vice President, Event Marketing	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sales Manager	Washington DC	Leah Barton	leah_barton@idg.com	508-988-7871
IDC						
	Admin	Facilities Assistant	San Mateo CA	Jim Klepper	jklepper@idc.com	508-935-4143
	Admin	Group Operations Coordinator	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Admin	Group Operations Coordinator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Hardware	San Mateo CA	Jim Klepper	jklepper@idc.com	508-935-4143
	Consulting	Consulting Director, Vertical Markets Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Cust Serv	Sr. Client Services Representative, Enterprise Major Accoun	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	HR	HR Assistant	Framingham MA	Leslie Bachand	lbachand@idc.com	508-935-4624
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Buy-side Investment Resarch Service, Semiconduc	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Digital Media and Entertainment	san	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Procurement and Supply Chain Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Channels Research	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Virtualization Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, EMS	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Mobile Device Tecnology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sales Manager, Consulting Sales, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Enterprise Major Account	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major Software	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Industry Majors, West Coast	San Mateo CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Manufacturing & Energy Insights	San Mateo CA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Tech	Product Manager, WW Trackers & Forecasters	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Government Insights						
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, IT Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Security Standard

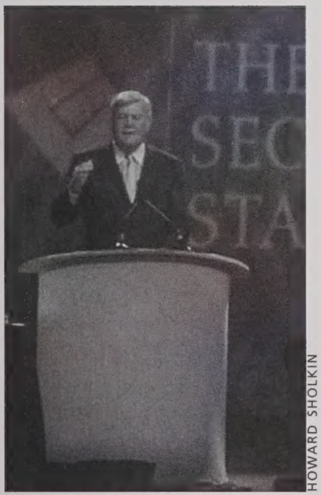
continued from page 1

HOWARD SHOLKIN

Among the employees contributing behind the scenes and on the stage were (L-R): IDG World Expo Senior Operations Manager ***Amy Pietchel****; InfoWorld Editor-in-chief* ***Steve Fox****, moderator; Computerworld Editor-in-chief* ***Don Tennant****, moderator; Network World President and Editorial Director* ***John Gallant****, co-chair; Network World Senior Director of Event Sales* ***Andrea D'Amato****; Network World Event Regional Account Manager* ***Jennifer Sand****; and Network World Senior Director of Marketing and Business Development* ***Mike Garity****. Missing is CXO Publisher* ***Bob Bragdon****, co-chair.*

sponsibilities, IDG World Expo provided their operational expertise, IDG Connect stepped in with extensive e-mail marketing outreach, and the combined cooperation between CIO, Computerworld, CSO, InfoWorld, and Network World fueled both audience and content development efforts for the program," Silverman said.

According to **Andrea D'Amato**, Network World senior director of event sales, security is a familiar issue to all IDG business units. "Leveraging the power of our combined brands was a huge selling point to our sponsors. Companies like Microsoft, Cisco and Intel bought into the depth of experience IDG could bring to the table, both editorially and through our combined marketing reach. We feel this combined strength is unmatched in the industry."



HOWARD SHOLKIN

IDG Chairman ***Pat McGovern*** *delivered the opening address.*

CSO Publisher **Bob Bragdon** and Network World President and Editorial Director **John Gallant** co-chaired the event and organized an industry-wide steering committee to help them craft the agenda. IDG Chairman **Pat McGovern** gave the opening address, and InfoWorld Editor-in-Chief **Steve Fox** and his counterpart at Computerworld, **Don Tennant**, moderated panel discussions.

"Our goal with The Security Standard was to create an intimate and exclusive forum that engenders a serious conversation on the most critical of security topics," Bragdon said. "In sharing research findings and engaging in dialog with leading security providers, we were able to present attendees with resources and information they needed to build security action plans for their organizations, as well as to steer the direction of the entire security industry."

Gallant said the show took a different approach to the topic of enterprise-wide security. "Instead of trying to be everything to everyone in the market, The Security Standard brought together an audience of senior decision makers — from both corporate and IT management — to drill down into the most pressing business challenges surrounding information security."

Principal sponsors for the event were Cisco and Microsoft. Intel was a Platinum sponsor, and there were 23 gold sponsors, including IBM, Lucent Technologies and McAfee. The CSO Executive Council, which CXO Media sold to founder and general manager Bob Hayes in January, was on hand as a supporting organization.

A huge selling point to sponsors was the marketing depth that the combined IDG brands brought to the table. "It was a joint effort to reach out to the relevant audiences for all five brands," said **Mike Garity**, senior director of marketing and business development for Network World events. "Each brand offered a different audience profile that, when combined, provided a great balance of the business and technology leaders our sponsors were seeking – from CIOs, CISOs and CSOs on down to the VPs, directors and senior managers of IT."

"We created The Security Standard to study the business of security: the tested strategies, the best practices, the looming threats," said Gallant. "The enthusiastic response from our audience, made up of professionals from every corner of business, reinforced our belief that today's leaders are thirsty for innovative ideas and strategies that can help them get out ahead of the myriad security challenges they face."

Initial feedback appears promising. One attendee said, "This was about the best conference I have ever been to. Keeping the conversations vendor-neutral and less technical was key. The panel discussion format was great. It is very helpful in my position to be able to hear what the CFO's and CEO's find important and how to speak their language. I did not walk away feeling like I had been sitting in the same room for almost 13 hours!"

The next Security Standard is tentatively scheduled for September of 2007. For more information go to http://www.thesecuritystandard.net, or contact Mike Garity at mgarity@nww.com.

noteworthy people

Promotions

Hejjas

IDG Hungary Office Manager **Agnes Hejjas** has been promoted to international sales executive. "Nearly 17 years with IDG Hungary, Agnes started as an assistant editor with a print newsletter before being promoted to office manager in 1991," said **Istvan Biro**, IDG Hungary managing director. "She has been responsible for almost all outside contacts, with IDG U.S., the IDG U.K. Internal Audit office, foreign subscribers and editorial partners and has organized business travel and internal company events. She has also been the heart and soul of the four times our office has had to move in the last 15 years. Agnes has gradually been more involved with IDG Global Services issues and has built good relationships with IGS in the U.K. and Germany. That led us to try her sales capabilities, and until early this month she was doing both jobs. I am confident she will be even more successful at sales, both professionally and personally." *ahejjas@idg.hu*

Hinds

IDG WORLD UPDATE

Corporate Communications Manager **Susanna Hinds** has been promoted to director of corporate communications, Global Headquarters, and will be responsible for serving the communication needs of the chairman's office. In this role, she will develop and implement plans for heightening the global visibility of IDG and Chairman **Pat McGovern** for the benefit of IDG's business activities worldwide. "Susanna is off to a great start as IDG's director of corporate communications," McGovern said. "Just last week, IDG was featured in stories in The Wall Street Journal, Forbes, and Marketwatch.com!" *susanna_hinds@idg.com*

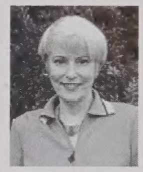
Newkirk

IDG Director of Information Services **Nancy Newkirk** has been promoted to VP, Information Technology of IDG. "This month, Nancy celebrates 15 years at IDG," said Chief Financial Officer and Treasurer **Ted Bloom**. "For most of her time at IDG, Nancy has managed the IDG Corporate Services Group's IT team. In FY04, she also took on management of Computerworld's IT team. In FY 06, Nancy added to her responsibilities management of CXO's IT department as well. In recognition of her expanded role and the impact Nancy has within the larger IDG organization, I am delighted to promote Nancy." *nancy_newkirk@idg.com*

New employees

Harish Taori joins IDC's Asia/Pacific office in Singapore as a senior market analyst/senior consultant based in Singapore. He will be working closely with the regional/country analyst and consulting teams to contribute to regional consulting projects. Prior to joining IDC, he was a Global Consulting Practice consultant with Tata Consultancy Services Ltd., India. He holds a first-class honors degree in production engineering and management from India's National Institute of Technology. *htaori@idc.com*

Teresa Tassone is IDC California's new senior client service representative; she was previously a retail account services supervisor with Electronic Arts She studied acting and music at San Francisco State University. A jewelry consultant ("my passion"), she also enjoys working out, period movies and travel; she went on her first trip to Europe earlier this year – "fantastic!" *ttassone@idc.com*


Carr

IDC's Government Insights division has hired **Judith Carr** as VP, Public Sector Governance and Sourcing. She was previously senior research professor at the National Defense University where she led 10 Ph.D.'s in the development and implementation of an Organization Transformation Certificate course. She holds a B.A. in business administration and economics and an M.S. in organization development from Central Washington University in Ellensburg, Wash., an M.A. in human development and a Ph.D. in human and organizations systems from The Fielding Graduate University in Santa Barbara, Calif. Outside the office, she enjoys boating, international travel and following Navy football. *jcarr@government-insights.com*

Venkat

Assistant Sales Manager **Kishore Venkat** comes to IDG India from Monster.com India Pvt. Ltd. where he was corporate relations manager and was recognized as the country's top value salesman of job postings. As part of his post-graduate studies he studied marketing management at St. Joseph's College of Business Administration. He enjoys reading about philosophy and spirituality. *kishore_venkat@idgindia.com*

Program Manager **Janet Williams** comes to CXO Media from her role as client services manager at Verizon Business. She earned a B.A. in sociology from the University of Vermont and enjoys yoga, tennis and spending time with family and friends. *jwilliams@cio.com*

Computerworld has hired **Bansi Patel** as an online marketing coordinator; she was previously a market research consultant with General Catalyst and holds a B.A. in marketing from Boston's Northeastern University. *bansi_patel@computerworld.com*

Cooney

IDG WORLD UPDATE

Previously a public relations assistant with Edelman Public Relations, **Carrie Cooney** joins InfoWorld as a West Coast online sales associate. She attended California State University/Chico and received a B.A. in business administration with a concentration in advertising and marketing. Away from her desk she enjoys snowboarding, swimming, traveling and trying new restaurants. *carrie_cooney@infoworld.com*

InfoWorld has hired **Sean Nakamura** as senior manager, Audience Development, for Infoworld.com. He was previously marketing programs manager for Safari Books Online, a joint venture between O'Reilly Media and Pearson Education. He holds a B.A. in political science from the University of California/Berkeley and an M.B.A. from Washington, D.C.'s Georgetown University. He enjoys international travel, particularly to Brazil, Germany and Italy, and recently became father to his son Anthony. *sean_nakamura@infoworld.com*

Send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Suresh Rajon *IDG France*

19
Gary Beach *CXO Media*
Paul Arabasz *IDC*

16
Margarita Chiango *CXO Media*
Lennart Ekner *IDG Sweden*

15
Simona Cattaneo *Nuov@Periodici Italia*

14
Joyce Gillis *CXO Media*
Rosemary Pickett *IDC*

13
Thomas Vahey *IDG*

11
Jos Schong *IDG Netherlands*

10
Dan Orum *IDG Entertainment*
Serge Leblal *IDG France*

9
Terri Haas *CXO Media*
Duk-Hwan Oh *IDC*

8
Laurianne McLaughlin *CXO Media*
Régis Bazin *IDG France*
Pernilla Norin *IDG Sweden*
Jenny Maurin *IDG Sweden*
Justyna Blocka *IDG Poland*
Agata Jaskiewicz *IDG Poland*
Stephen Clifford *IDC*
Lloyd Kosh *IDC*
Donna Sweeney *Connell Communications*

7
Pauline Boyle *IDG*
Martin Roos *IDG Sweden*
Wesley Dotts *IDC*
Yanming Chen *IDC*
hris Sullivan *IDC Canada*

6
Susan Nunes *IDG Entertainment*
Larry Arthur *IDG Global Solutions*
Wayne Humphrey *IDG*
Kaoru Harikae *IDG Japan*
Olivier Descamps *IDG France*
Charlotte Kjerman *IDG Sweden*
Ray Hoskins *IDC U.K.*
Gary Nagle *IDC*
John Farrell *IDC*
Marianne Hedin *IDC*
Franco Forte *Nuov@Periodici Italia*

5
Patrik Enell *IDG Sweden*

4
Eric Hill *InfoWorld*

3
George Hu *IDG Entertainment*
Howard Sholkin *IDG Corporate Communications*
Mihoo Kim *IDC Korea*
Attaporn YongSoongnuen *IDC Thailand*
Atthawan Suwannachuen *IDC Thailand*
Kitcha Ing-udomnoogoon *IDG Thailand*
Rhoda Phillips *IDC*
Rasmus Andsbjerg *IDC Denmark*
Joanne Haywood *IDC Canada*

2
Brian McKenzie *IDG Entertainment*
Jennifer McCarthy *CXO Media*
Sara Mascall *CXO Media*
Grace Zheng *IDC China*
Gergely Bacsko *IDC Hungary*
John Flint Pulskamp *IDC*
Barry Rabkin *IDC*

1
Chris Kay *CXO Media*
Ivan Jan *IDC Malaysia*
Shennifer Kho *IDC Singapore*
Martha James *IDG U.K.*
Rhana Masud *Techworld*
Ian Allison *IDC U.K.*
Nicola Halpin *IDG Australia*

Get ready to vote for your favorite IDG calendar photos!

From Sept. 25 to Oct. 6, IDG employees worldwide can participate in the judging for the 2007 IDG Employee Photo Calendar Contest. Forty of the best photos submitted will be posted on IDG Central, and 12 will be chosen to adorn next year's calendar.

Be sure you have an IDG Central password to cast your vote. If you need a password, request one online at http://www.idgcentral.com.

Have you checked IDG Central lately?

- **Employee blog**. InfoWorld's **Virginia Hines** chronicles InfoWorld.com's progress in making the transition from a traditional to a 21st century media business. In recent weeks she has talked about online interactivity and InfoWorld's new community section, pointed out blog-related articles of interest, and posted a guest column from colleague **Allen Fear**, who discussed InfoWorld.com's mobile stragegy.

- **Webcasts**. Among the offerings: IDG Communications President **Bob Carrigan**'s Q3 results summary.

- **RSS feeds**. Now available for selected features.

- **Classified ads**. Post your own vacation home, for rent, for sale or services notices.

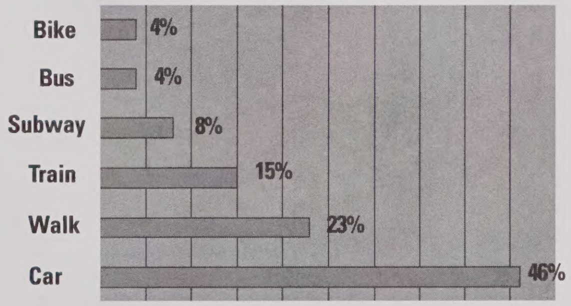
- **Writing workshop**. Four new grammar tips are posted weekly.

- **IDG Directory**. Contact information for employees and business units worldwide.

- **Corporate Communications**. Templates, corporate graphics, executive bios, company milestones, recent awards and more.

Question of the Week results for Sept. 11

What's the primary way you get to the office?



Log on to www.idgcentral.com to vote on this week's question: Which technological device is most important to you?

IDG employees can receive IDG World Update in a low-res PDF format via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

celebrating 10!

Name
Andre' Angeles

Home
San Francisco

Joined InfoWorld
March 1993 as Advertising Coordinator

Current title
Ad Coordination Manager

Most challenging part of your job
Keeping up with advertisers' whims, requests, demands and fancies.

Best part of your job
Lunch.

Latest accomplishment
Completing fourth consecutive season of PacWest Athletics Boot Camp!

Career highlight
Earning 30K on my W-2 form.

What's kept you at IDG for 10 years?
High-speed Internet access and business cards.

Best way someone could compliment you on your work
"I don't know how you do it, Andre'."

Interests outside the office
Museums; San Francisco neighborhoods; Lee's Deli; Madonna.

Family?
Currently, none…that I know of.

What accomplishment at work are you most proud of?
For 13 years, quietly helping InfoWorld print, literally, print a publication that reaches more than 200,000 readers in the greater United States of North America.

Favorite Web site
Justintimberlake.com

Fantasy job
Justin Timberlake's housecleaner.

Five people — living or dead — you'd invite to a dinner party?
Justin Timberlake, John F. Kennedy, Franklin D. Roosevelt, Mother Theresa and Madonna.

What is the last good deed you did?
Took my mother to lunch.

Most difficult decision you ever had to make?
Tuna or pastrami.

As a child, what did you want to be when you grew up?
An attorney.

*IDG Chairman **Pat McGovern** recently escorted InfoWorld's **Andre' Angeles** to dinner at San Francisco's Ritz-Carlton in honor of his 10 years of service to the company.*

First job?
A real job? Scooping ice cream at Haagen-Dazs, Fashion Isle, Foster City, Calif.

One possession you'd grab if your house were on fire?
My entire Hummel figurine collection.

Favorite movie of all time?
That's a biggie. "Yentl."

What's your favorite thing to do that doesn't cost any money?
Recently, I've taken to running in Golden Gate Park.

What sports do you play?
Tennis, golf, rugby, horseshoes.

Favorite vacation spot?
New York City

If you won the lottery tomorrow, you would
Write the next great American novel or write criticisms of writers that attempt to write the next great American novel.

If I could do one thing over
My late twenties.

Retirement dreams
Oh please.

Manager's profile
"Andre' is invaluable to IFW. He has an amazing ability to simultaneously keep track of each advertisers positioning requirements, make critical decisions, and juggle every detail so that nothing is missed and IFW is put together near perfectly, week after week. Despite the difficult job he has, he still finds a way to keep his sense of humor and is truly a pleasure to work with."

— Chris Guio, production director, InfoWorld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

IDG World Expo lends expertise to Digital ID World

Joins forces with founder to bring digital identity conference to new level

Digital ID World, recognized as the industry's premier digital identity conference, took place Sept 11-13 in Santa Clara, Calif. This marked the first time that IDG World Expo served as co-producer of the fifth annual conference since the acquisition of an equity interest in the event last year.

Phil Becker, editor-in-chief of Digital ID World (not an IDG publication), joined forces with IDG World Expo last year. After producing the conference for the last four years, he and his partners were looking for a partner to help take the event to "the next step," said IDG World Expo VP/Conference Brands **Patty Caron**. Digital ID World retained responsibility for content development, while World Expo handled marketing, event operations and overall program management.

DIGITAL ID WORLD
IDENTITY IS CENTER

"Our main goal was to position the conference for growth," Caron said. "Working with InfoWorld and Network World, who were new media sponsors this year, we marketed the conference to attract more end users, many of whom were decision makers with a significant role in the IT purchasing process."

While previous conferences included tabletop displays in the venue's lobby, this year the 40 sponsors interacted with the more than 650 attendees on a formal exhibit floor that featured the latest products, services and solutions in digital identity. "The sponsors appreciated having more time with the attendees in a more structured environment," Caron said. Companies such as HP, Microsoft, Novell, Oracle and Sun Microsystems were platinum sponsors for the event.

continued on page 4

Online voting for IDG's Photo Calendar Contest begins today! Details on page 5.

Inside this issue

Computerworld's baseball-card themed promotion highlights achievements *page 2*

Mac Basics Superguide targets new users *page 2*

One on one: Health Industry Insights' Scott Lundstrom *page 3*

IDG Spain retools PC World for professional audience *page 4*

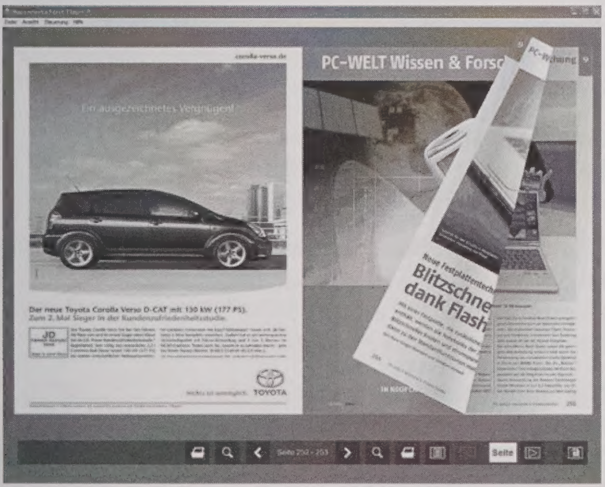
In memoriam: Delia Gutierrez *page 6*

Global Product Line Meetings set for Nov. 12-16 *page 7*

Celebrating 10: IDG News Services' Stephen Lawson *page 8*

PC-Welt "e-paper" hybrid bridges print, online media

PC-Welt, IDG Magazine Verlag's 23-year-old flagship publication, is charting a new and greatly expanded course, offering readers nearly three times its previous content coverage via a hybrid, interactive "e-paper" medium, which debuts with the October issue. Additionally, the print publication has been completely reorganized to more closely approximate an online "channel structure" sorted along functional themes as opposed to article type.


PC-WELT Wissen & Forsc
Ein ausgezeichnetes Vergnügen!
Der neue Toyota Corolla Verso D-CAT mit 130 kW (177 PS).
Zum 2. Mal Sieger in der Kundenzufriedenheitsstudie.
TOYOTA
Blitzschne
dank Flash
Seite

Flash-based PC-Welt Digital mimics the look-and-feel of a print publication in an interactive online format.

Previously divided into sections such as News, Reviews, and Tips, the relaunched PC-Welt is now organized under the headings Windows & Software, Internet & Security and Audio Video Photo. The newly reorganized magazine is accompanied by an interactive e-paper, called PC-Welt Digital, that offers seven new sections — nearly 200 pages — on the bundled DVD and in the premium section of the PC-Welt site (http://www.pcwelt.de).

"PC-Welt Digital allows us to offer nearly 200 additional pages of interactive and multimedia content that includes much of the functionality of a Web site," said Editor-in-chief **Andreas Perband**. "For example, users can send e-mail, post comments, launch software and play games all from within the e-paper," he said. Because virtually all German PC magazines routinely carry covermounts, there is no additional charge for the PC-Welt Digital DVD or CD.

PC-Welt Digital's expanded coverage includes Knowledge and Research, Cellphone, PDA & Smartphone, Gaming and Fun, Business and Law, Linux and Open Source, Mac and iPod and PC-Welt

continued on page 5

Computerworld baseball card promotion cites all-star lineup

In July Computerworld won the IT publishing equivalent of the World Series: the Magazine of the Year award and a Gold award for Best Overall Web Publication from the American Society of Business Publication Editors. The marketing department of the Framingham, Mass.-based weekly is now touting its all-star status with a baseball-card-themed mailer showing the "statistics" for its print, online and event "players." Recipients of the mailer will have a chance to win a flat-screen TV.

Events! All-Star Lineup
STORAGE NETWORKING WORLD
INFRASTRUCTURE MANAGEMENT WORLD
MOBILE & WIRELESS WORLD
PREMIER 100 IT LEADERS CONFERENCE
BUSINESS INTELLIGENCE PERSPECTIVES
COMPUTERWORLD
'06

Each card included statistics on the back, such as awards received.

"We feel direct mail and e-mail is a great way to maintain buzz and create the general impression with our customers that things are happening at Computerworld," said **Matt Duffy**, Computerworld VP, marketing. "In the past two or three years we've tried to make sure our top customers and potential customers receive something from us at least once a quarter if not more often."

This week CW will be sending what looks like a pack of baseball cards to 2,500 of its top customers and prospects. The pack contains four cards, one each for print, online and events and one describing the giveaway contest. The print, online and events cards all depict the CW vehicle on the front, while the back lists statistics about each, such as audience reached and awards received. The contest card invites people to go to an online survey to answer three questions related to the other cards' statistics to enter to win a flat-screen TV.

The baseball-card mailer is the latest in a series of marketing pieces CW has produced. For its recent site redesign (see IDG World Update, May 22, 2006) CW sent 70 of its top customer prospects a box that looked like a laptop. When opened customers saw an image of the redesigned Computerworld.com page on the "screen."

"Inside the box was a very cool USB memory stick – yellow, of course, to match our new site design with a compass on it to help people 'navigate,'" Duffy said. "When people put the USB in their computer they could watch a flash demo of how our new site gets better results for advertisers. In the demo, a highlighter moves across the screen circling areas of interest on the site, so of course we included a cool Computerworld highlighter with mini Post-it notes in the highlighter in the laptop box. We also included a bag of custom yellow M&M's saying 'CW 2006 Relaunch.'

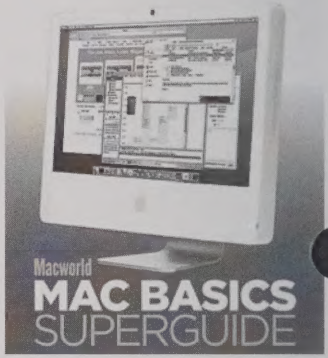
Duffy said the CW marketing team tracks the effectiveness of its campaigns in two ways. There is a trackable URL on any promotion "so we see if people really are driven to the Web from our pieces." The CW salespeople also follow up with their clients a week or two later after a campaign launches to see what kind of feedback clients and agencies have.

Write to matt_duffy@computerworld.com. WU

Mac Publishing's third 'Superguide' caters to novice Mac users

Targeting novice Mac users, Mac Publishing LLC this month released Macworld Mac Basics Superguide. The 78-page book covers a range of general Macintosh topics, from how to use the Finder to locate files, where to save files and how to set up system preferences and user accounts.

Mac Basics follows Mac Publishing's Macworld Digital Photography Superguide, released late last year (see IDG World Update, Dec. 12, 2005), and May's Macworld iPod and iTunes Superguide (IDGWU, June 5, 2006). While content from Mac Publishing's first two books is largely repurposed from the pages of Macworld and the company's Web sites, much of the material for Mac Basics was written specifically for the book.



"Because Mac Basics covers many entry-level topics much of the content is new, although some is repurposed, most notably the security and troubleshooting information," said Senior Editor **Kelly Turner**, who managed the project. "We generally assume that our readers understand the basic concepts of Mac computing. But we wanted to offer a guide that helps get more basic readers up to speed. The book gave us an opportunity to look at the concepts that we often take for granted and to explain them in the most straightforward way possible."

Turner said the Macworld staff works hard to make its articles as clear and accessible as possible, but they must necessarily assume a certain level of familiarity with the Macintosh platform. "Occasionally we get letters from readers who say, 'You're too advanced for me.' So we put together this book as a resource for new users or for people who feel like they haven't really scratched the surface of what their Mac can do, as a way of helping them get up to speed quickly."

The e-book is available as a downloadable PDF file and costs US$12.95; a bound version is $24.99. It is also available as a PDF file on a CD for $15. (Go to http://www.macworld.com/1733.)

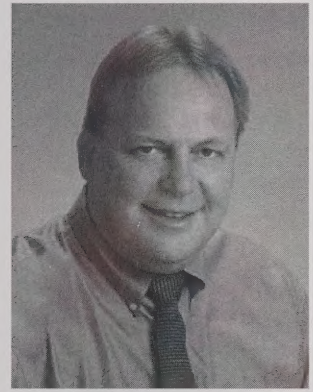
According to **Jason Snell**, Mac Publishing VP and editorial director, the digital photography guide has sold more than 4,000 copies with revenues of nearly $60,000, and the iPod and iTunes book has sold almost 2,000 copies for revenues of more than $25,000.

Mac Basics is marketed in Macworld magazine, on Macworld.com, through Macworld newsletters, and its reseller partner, TidBITS, publishers of the Take Control e-book series. "We've also put it on Google Books, and our consumer marketing department is working on getting it listed at Amazon.com as well," Snell said.

For more information contact Kelly Turner at kturner@macworld.com. WU

one on one *the interview*

Scott Lundstrom
The VP/Research of Health Industry Insights is this week's columnist. Reach him at slundstrom@idc.com.



Health Industry Insights at-a-glance

Established October 2005

Location Framingham, Mass.

Web site http://www.healthindustry-insights.com

Staff Seven research employees; two consulting employees

Mission Provide health industry executives and senior managers with research, business cases, benchmarking and best practices on the use of IT to improve care quality and reduce costs.

Latest accomplishments
1) Hired Program Director Janice Young, former program director for health care payer research at Gartner Group. 2) Launched the Personalized Health service focused on the industry opportunities created by evidence-based medicine.

FY07 goals Continue to integrate our coverage of life sciences, healthcare providers and healthcare payers to reflect the significant transformation under way in the health industry. Grow revenues by 40%.

Scott Lundstrom joined IDC as VP/Research for the Life Science Insights group in May 2005. He was named VP Research of Health Industry Insights in November 2005. Before joining IDC, Lundstrom was senior VP and CTO with AMR Research, Inc. and managed technology and business process research.

Q **Briefly describe the audiences that Health Industry Insights targets.**

A Health Industry Insights (HII) provides integrated coverage across the full health industry value chain. This includes end users in pharmaceuticals, biotech, hospitals and insurers as well as the IT suppliers to this market.

Q **Describe some examples of the kinds of research and analysis you provide to customers.**

A Health care is an exciting market from a research perspective. HII provides detailed quantitative data on the market as well as forward-looking analysis on the significant changes occurring as a result of industry integration. Increasing cost pressures and new technology advances are breaking down barriers between suppliers, providers and payers. Payer reimbursement rates are increasingly tied to provider care quality and patient outcomes. Approval of new drugs and therapies by payers is being tied to actual improvements in patient outcomes. New technologies are forcing providers to understand more specialized treatments and diagnostics. All of these changes are forcing the broadly based exchange of health information across the value chain in new ways.

Health Industry Insights provides actionable advice to help end users prepare for the significant business process changes under way in the health industry. New technologies, new regulatory requirements and new performance-based reimbursement plans require that all market participants make new IT investments. HII helps companies make the best possible strategic and tactical decisions in this complex market. In addition to providing information about new technology investments we also have significant new markets under development. The pace of investments in health in Asia/Pacific are accelerating, and this will be an exciting new market for established suppliers. HII has done a number of studies focused on new global opportunities for IT suppliers.

Q **What are some particularly hot topics for your group?**

A The big stories in health right now are all based on opportunities created by collecting and sharing data. Innovations like electronic health records coupled with advanced analytics create many opportunities to improve the quality of care while reducing costs. Data integration is especially hot as "pay for performance" initiatives drive adoption of data collection and data integration into the hospital, the clinic and the lab. In life sciences, pharmaceutical and biotech companies are focusing resources on data integration in R&D and clinical development to accelerate the discovery of new drugs while improving patient safety. Other hot topics include regulatory compliance, security, mobility and quality frameworks like Six Sigma.

Q **Is the projected growth rate of IT investments within the healthcare provider and payer segments expected to be high in the next decade? How does that growth rate compare with other vertical markets?**

A Overall, health is a vibrant market growing at a higher than average pace. Worldwide IT spending across the health industry will exceed US$94 billion in 2007. Broadly based industry data integration and regulatory compliance requirements are fueling a move toward standards-based software integration and service-oriented architectures. Portals, analytics, security, mobility and real-time data capture are also high-priority investments as companies attempt to improve the quality of care while reducing costs.

Q **Who's your competition, and how does Health Industry Insights compare?**

A Gartner Group and HIMMS Analytics are our two largest competitors. Health Industry Insights is unique in taking an integrated view to the overall health industry. An integrated view is required to fully understand the changes being driven by pay-for-performance and personalized health initiatives. HII has merged coverage of life sciences, health care providers and health care payers in a single research practice. At Gartner these three market segments are covered by separate teams that show no visible evidence of collaboration. HIMMS Analytics only covers part of the total industry. As new business realities force increased industry integration we should see a real advantage in providing integrated coverage of the broad health industry.

Q **Will Health Industry Insights branch out inter-**

continued on page 7

Coming up

Central & Eastern European Storage Conference
Oct. 5
Moscow
http://www.idc.com

IDC CEMA Business Intelligence Roadshow
Oct. 12
Zagreb, Croatia
http://www.idc.com

ComNet Shenzhen
Oct. 12-17
Shenzhen, China
http://www.comnetshenzhen.com.cn

Softech Mart
Oct. 20-22
Ho Chi Minh City
Vietnam
http://www.idg.com.vn

IDC CEMA Business Intelligence Roadshow
Oct. 25
Ljubljana, Slovakia
http://www.idc.com

IDC CEMA Business Intelligence Roadshow
Oct. 26
Prague, Czech Republic
http://www.idc.com

Computerworld Storage Networking World
Oct. 31-Nov. 3
Orlando, FL
http://www.snwusa.com

CIO|07: The Year Ahead
"Issues. Ideas. Impact."
Nov. 5-7
Phoenix
http://www.cio.com/conferences

InfoWorld's SOA Executive Forum
Nov. 7-8
New York City
http://www.infoworld.com/events

APEC CEO-CIO Summit and Awards
Nov. 7-12
Hanoi
Vietnam
http://www.idg.com.vn

IDC CEMA Business Intelligence Roadshow
Nov. 7
Istanbul, Turkey
http://www.idc.com

Spanish PC World reconnects with original audience

Now called PC World Professional, relaunched title gains advertiser support

The recent increase in the number of consumer PC publications in Spain has led PC World Spain to refocus on its original target audience — professionals who use and purchase PCs — in an effort to increase revenue and distinguish itself in the market. Advertisers have embraced the change.

VNU's launch of PCActual and three titles from publisher Axel Springer recently contributed to the abundance of consumer-oriented PC titles, many of which appeal to 18-to-30-year-old end users with low technological knowledge who favor articles about gaming, MP3 players and other leisure activities, said IDG Spain Publisher **Juan Ramon Melara**.

PC WORLD
Pantallas TFT
Analizamos todas las posibilidades de la nueva generación

While the relaunched publication will still be sold on the newsstand, Increasing the subscriber base is a priority for the PC World Professonal team.

PC World Spain had lost its market-leading edge in recent years, and the staff decided it would be more advantageous to concentrate on readers ranging from small office/home office workers to IT decision makers of small-to-medium companies that have significant IT purchasing power.

"This strategy allows us to have access to a broad advertising market that's healthier and more profitable than the consumer market," Melara said.

Beginning with the June issue, the monthly was renamed PC World Professional and heavily promoted in print and radio ads. It features not only a new design but new sections. They are:

- Interviews and news from a variety of IT companies, including Cisco, Nortel, IBM, EMC and Oracle.
- Regular sections on infrastructure, security, mobility and communications/networks.
- A monthly in-depth feature on a topic that appeals to a wide range of professional users; recent cover stories included color laser printers and PDAs.
- Training related to PC maintenance and security; manufacturers will be asked to sponsor this section.
- Reviews and lists of reference materials.

Advertiser reaction has been "very positive," said Editor-in-chief **Miguel Angel Gomez**. The staff held many meetings with clients prior to the change and not only did not lose any advertisers but gained new ones in the process. "We found that consumer-only product manufacturers weren't investing much in advertising, and the other advertisers were investing their media dollars in promoting professional products. Those manufacturers see the new PC World as the right publication for their ads."

The first three issues of PC World Professional exceeded 200 pages, while the former PC World typically had fewer than 200 in recent years.

While PC World Professional will also be sold on the newsstand, increasing the subscriber base is a priority, Gomez said. The anonymity of newsstand buyers in the past did nothing to provide the demographic information that is vital to PC World's efforts to create events, look for other new business and identify potential sponsors. The staff has mined the databases of other IDG Spain publications for appropriate readers and now sends 27,000 copies to them, aiming to convert a healthy portion to paid subscribers in the coming months. The staff aims to maintain PCW's circulation of 70,000, though overall the goal is to increase the quality of the readership.

"We know that with the change to PC World Professional we'll lose some consumer readers faster than we'll gain professional readers, but we trust that in the long term the number of readers will grow," Gomez said.

Write to miguelg@idg.es. WU

Digital IT World

continued from page 1

In another significant enhancement to this year's conference, World Expo invited ISC^2, an organization dedicated to educating and certifying information security professionals, to participate as an education sponsor. ISC^2 recognized the value of Digital IT World's conference content, and any of ISC^2's 44,000 members who attended the event received professional development credits.

Attendees learned how to address topics such as using identity to achieve regulatory compliance, gaining end-user adoption of authentication mechanisms and securing networks with identity-based network access control. Many of the sessions and keynotes were standing-room only.

Next year's conference is scheduled for Sept. 23-26 at the Hilton San Francisco. For more details go to http://www.digitalidworld.com or write to patty_caron@idg.com. WU

September 25, 2006

Account Services Specialist (CWI)

Computerworld has an exciting opportunity in our successful online department for an Account Services Specialist. The person in this position will work closely with our online sales team, online editorial team and our developers to create and analyze metrics on online user habits and use the resulting data to create custom and lead generation programs for Computerworld.com's advertisers. The Account Services Specialist will work closely with the advertisers to ensure a flawless and effective partnership with Computerworld. Candidates will be very customer service oriented and will possess strong analysis and presentation skills. A marketing, sales and/or communications background and prior experience in online are helpful. A Bachelor's Degree is required along with strong MS Office experience. Online production/design experience with HTML a plus.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Advertising Operations Specialist (CWI)

Computerworld is seeking an Advertising Operations Specialist to join our successful and fast paced online account services team. This role is primarily responsible for managing ad placements and involves everything from checking availability to final reporting. Specific duties include: data analysis, trafficking, fulfillment and reporting for Computerworld and its affiliated websites. The Ad Ops Specialist will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams. Candidates must have a solid background in online ad operations, including at least two years of trafficking experience. As well, the successful candidate will have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Some previous working experience with HTML and JavaScript is necessary and experience with DART for Publishers would be a definite plus. Computerworld serves all forms of rich media banner advertisements, text/HTML newsletters. Some experience with each is ideal. This position reports to the Director of Online Account Services. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Managing Editor (CXO)

CXO Media Inc. seeks an experienced Online Managing Editor to take charge of content coordination and creation for cio.com and csoonline.com. Reporting to our Online Editorial Director, the central mission for this position will be idea development, community creation, and editorial execution in a fast-paced, rapidly changing online environment. We need someone who can assign, write, and edit pieces for online publication as well as investigate new traffic driving editorial opportunities for the sites. The successful candidate will function as a leading team member in helping to develop the process and techniques to achieve our content-creation goals. He or she should be detail oriented, enthusiastic, reliable under pressure, and committed to exploring the extent of editorial opportunities in the online space. Experience in managing content from internal and external (user and vendor community) sources is desired. This position requires a Bachelor's degree with extensive editorial experience and at least 3-5 years experience working in online editorial, ideally in a computer technology field. Experience with TeamSite and Omniture or similar content management and traffic measurement tools is desirable. An understanding of basic HTML is required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Relationship Manager (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling and maintaining assigned base of clients in the CIO Executive council membership program. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Associate User Support Specialist (CXO)

CXO is seeking a highly motivated and enthusiastic entry level support specialist to join its IS department. The ideal candidate will have excellent communication and customer relation skills. The Associate User Support Specialist will ready desktops, laptops and MACs, installing the necessary software, configuring the system, testing the configuration and delivering the systems to end-users. You will identify and work to resolve application and system usage and technology problems. Ideal candidates will be entry level, excited to learn, and have general computer knowledge. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Human Resources Coordinator (HRSD)

IDG's Human Resources Services Division is seeking a team-oriented, motivated and resourceful HR Coordinator to provide HR and administrative support to multiple business units. In this role, the HR Coordinator will act as the first point of contact for employee benefit and payroll questions, servicing an employee population of 400 employees. Job responsibilities will include payroll and benefits administration, responding to employee inquiries, report writing, internal and external job postings, maintaining all personnel files, and providing excellent customer service and support to all employees. The HR Coordinator will also assist with recruiting, salary planning, the annual employee survey process, and special projects. The ideal candidate will possess an undergraduate degree, 2 years of experience in human resources, excellent interpersonal and organizational skills, superior attention to detail, exceptional follow-up skills, and the judgement and discretion to respond in a confidential manner to employee questions and concerns. Working knowledge of MS Office (Excel, Word, PowerPoint) is required and PeopleSoft experience is a plus. We are looking for an individual with a strong customer service focus, a "can do" approach, a desire to learn and grow, and an ability to thrive in a high volume, fast-paced, ever changing environment. ***Location: Framingham, MA***

Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Associate Research Analyst, Pricing Evaluation Service (IDC)

IDC's Pricing Evaluation Service covers competitive pricing data for the major hardware markets in the IT space including PC, server, peripherals, enterprise storage, and networking, both domestically and internationally. This analyst will assist team members in supporting the program's price benchmarking service and core database offerings by developing new analytical tools and models using their spreadsheet and database expertise. Key responsibilities include maintaining price benchmarking deliverables for a wide range of vendor and end-user customers, updating database price lists, entering specification data, managing pricing deliverables, and providing client support to the approximately 30 clients in the pricing program. The analyst will also support customers by providing analysis and insight on trends within various hardware categories (PC, server, peripherals, enterprise). Additionally, analyst will work to develop new products and services by understanding client needs and wants, and developing creative ways to fulfill them. The analyst will have a strong facility with Excel and Access. A Bachelor's degree is required with a quantitative focus in statistics, economics or computer science. We are seeking someone who is entrepreneurial in mindset, and has experience working independently and thinking critically about information and data. Relocation is not available. ***Location: Framingham, MA***

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, IP VPN (IDC)

IDC's Telecommunications Research team is seeking a Research manager to cover the IP VPN and business networking segments of the telecom market. This includes technology platforms and solutions based on IP VPN. The analyst should also be familiar with other Enterprise network trends such as Ethernet and the migration to IP technologies in general. This analyst must understand how service providers are meeting the demand for these services and their strategies to compete for future business. Responsibilities include producing insightful market studies and providing compelling strategic advice to our clients. The analyst will be responsible for identifying and tracking key networking and IT trends as well as tracking service providers in this segment. The analyst will also produce quantitative market models and market shares, and will be responsible for conducting surveys of both end-users and service providers and network equipment vendors – including IDC's branded annual WAN Manager Survey. This position includes working with the media, responding to client inquiries, and presenting industry briefings to clients. This position requires a Bachelor's degree, with three to five years experience analyzing companies and trends in the IT/Networking segment. Good writing skills and the ability to interpret company financial data and manage quantitative databases are essential. The candidate must be confident and have good interpersonal skills, with the ability to interact with product managers, CIOs, and CEOs.

Location: Framingham, MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst on the IDCInquire team to support Telecommunications Services, Network Infrastructure and Channels research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. In addition to answering client inquiries, the Inquiry Analyst will also contribute to data collection projects and research document deliverables. Account management for some of our smaller IDCPreferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. We are seeking an individual who has strong customer service and communication skills, knowledgeable in research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities and possess a strong interest in technology market trends and information. A Bachelor's degree is required along with two - three years of internship and/or professional experience in a research or high technology environment. Relocation is not available.

Location: Framingham, MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Help choose the winning photographs for this year's calendar

Here is your chance to help select the 12 winning photos in the 2007 IDG Employee Photo Calendar Contest. The staff at IDG International Publishing Services has sifted through close to 200 entries and selected their 40 favorites. Those photographs are now available on IDG Central where any employee may log on and vote for his or her top 12.

'07 edition coming soon!
2006
Employee Calendar
IDG

The top three vote-getters will be awarded first, second and third prizes of $300, $200 and $150, respectively. This year, all employees who vote will be automatically entered in a random drawing to win one of three $50 American Express gift cheques. The voting period runs from Sept. 25 through Oct. 6. Winners will be announced on Oct. 9 on IDG Central.

If you do not have a login for IDG Central, you may request one using the form on the home page at http://www.idgcentral.com.

PC-Welt Digital

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Extra." The print magazine's table of contents, which now spreads over five pages, includes all the content from PC-Welt Digital.

Using Flash, PC-Welt staff developed the e-paper to mimic the look and feel of a traditional print publication. Users hear the sound of pages turning and a realistic shadow appears as the digital paper "bends," Perband said. The e-paper can be read on the screen or printed out, he noted, adding that it is also available to users as a PDF file.

While some content for PC-Welt Digital is written by PC-Welt journalists and freelance writers, the majority is drawn from IDG Germany's other publications including GameStar, GamePro, Computerwoche, ComputerPartner, Digital World, Tecchannel.de and Macwelt. Content from all of these publications is stored in a central content management system that is designed for use by both online and print editors. While Perband said not all content is currently stored in the database, "that is our goal for the near future."

"What PC-Welt Digital allows us to do is stretch our brand," Perband said. "We know from our research that the interests of our readers are much broader than they were five years ago. Simply said, the PC isn't the only digital device at home anymore. They have PDAs, smartphones, MP3 players, digital cameras and so on. Our sales team now has more opportunities to sell advertisements despite a somewhat decreased number of editorial pages in our print magazine."

Perband said PC-Welt Digital also allows for new forms of advertisements. "For example, I have talked with a large German company, which sells broadband-access. They said that the e-paper is the ideal medium for them. They can create an animated advertisement — which catches the interest of the reader — and include a configuration utility for broadband access. Readers can launch it directly from our DVD out of the advertisement," Perband said. In addition, readers can send their information — names, addresses, etc. — directly to the advertisers without leaving the e-paper.

> *"What PC-Welt Digital allows us to do is stretch our brand."*
> *— Andreas Perband, editor-in-chief*

Christoph Burkhart, advertising manager and associate publisher of PC-Welt, pointed out that "both the enlargement of editorial topics and the innovative advertising possibilities give our salespeople very good opportunities for new business." Additionally, this new media platform can be sold to online or print budget holders. "PC-Welt is really the ideal connection between print and online, one which offers a multi-channel strategy for cross-media selling," Burkhart said.

Perband said that the e-paper is an investment in the future. "Displays are getting bigger and better. Flexible, sharp and light displays using 'e-ink' are just around the corner. Improved screen quality means reading even long articles directly on the screen is within reach for more and more people. In the near future, users might download PC-Welt Direct to their PDA and read it whenever and wherever they like. They will be able to search articles and compare prices directly out of the e-paper. And it looks much more valuable than a simple Web site, therefore, it is much easier to charge more for its content," he said.

For more information, contact Andreas Perband at aperband@pcwelt.de. WU

Different versions cater to user preferences

PC-Welt is available in three versions on the newsstand: the magazine only (.99 euro/US$1.25); the magazine with the new PC-Welt Digital supplement on DVD (4.99 euros/$6.30); and the magazine with a CD containing a small percentage of the PC-Welt Digital content (approximately 30 pages, 3.99 euros/$5.00). Subscribers must choose between the magazine with either the DVD or the CD. Premium site subscribers have access to the full content of PC-Welt Digital online.

noteworthy people

Promotions

Melk

Bob Melk, CIO magazine VP, Western sales, has been promoted to VP charged with the leadership and management of CIO's national sales team. "CIO is at an exciting growth and expansion stage with ad pages, ad revenues, online revenues and market share all showing positive gains," said **Michael Friedenberg**, CXO Media president and CEO. "The sales leadership and exceptional track record Bob brings to this organization will be essential in continuing that growth and propelling CIO further into the future." *bmelk@cxo.com*

New employees

Brian Glynn joins CXO Media as Eastern regional sales director for CIO magazine, a title he also held at his previous job at InformationWeek. He holds a B.A. in English from St. Anselm College in Manchester, N.H., and enjoys spending time with his wife and two daughters. *bglynn@cxo.com*

Jallah

Peter Jallah is IDG Entertainment's new account manager; he was previously a sales manager at TheMedias and before that a sales representative for Google, Inc. A graduate of New Jersey State University, he holds a B.S. in criminology. He has been performing stand-up comedy for the past three years and recently appeared in a two-hour documentary film on New York City comics. *pjallah@idg-entertainment.com*

Quincey

Previously an advertising coordinator at Investor's Business Daily, **Ramona Quincey** joins IDG Entertainment's New York City office as a sales coordinator, supporting the account executives in all phases of the sales process. A graduate of California State University/Long Beach, she holds a B.A. in communications studies; she is currently working toward an M.B.A. in media management at Metropolitan College of New York. Outside the office, she enjoys traveling, socializing with friends and "being a tourist in this foreign city in which I reside; I am a sucker for new experiences." *rquincey@idg-entertainment.com*

IDC Chile, a newly constituted subsidiary office in Santiago, is now under the direction of Research and Consulting Director **Marcela Diaz**. She was most recently the business development manager for BNAmericas. Earlier in her career she was marketing manager at Harris Corp. and a sales support manager at Lucent. *mdiaz@idc.com*

PETER SHORT

Shafran

Previously an account executive with the Yankee Group, **David Shafran** is now a senior account executive, Industry Major Account Sales, with IDC Framingham. He earned a B.A. in political science and philosophy from the University of Vermont. He enjoys skiing, hiking and cooking and is in the process of training for his first half marathon. *dshafran@idc.com*

Transfers

Simms

Lisa Simms moves from her role as HR and sales administrator at IDC U.K. to a new role as customer service representative at IDC Canada. She holds a B.S. in psychology and biology from McMaster University in Hamilton, Ontario, and studied educational publishing at Ryerson University in Ontario. She enjoys short story and script writing and travel, hiking Peru's Inca Trail this June. "If the altitude doesn't kill you, the steps definitely will," she said. *lsimms@idccanada.com*

Brennan

Erin Brennan moves from her role as human resources assistant at IDC Framingham to her new role as IDG training and development coordinator where she will put together the IDG training calendar and work on the IDG Employee Survey. Erin earned a B.A. in communications from Regis College in Weston, Mass. She recently returned from a visit to the University of Buffalo (NY) where she attended an address by the Dalai Lama. *erin_brennan@idg.com*

Returning employees

IDG WORLD UPDATE

Piper

Leslie Piper returns to IDG as Western regional account director with Macworld. She was previously senior Western regional sales manager for CMO, then a sales consultant for the software firm Knowme, Inc. She earned a B.A. in communications and advertising from California State University/Fullerton and enjoys running, hiking and spend time with friends and family, particularly her three-year-old son Alex. "This is my fourth comeback to IDG," she said. "I've also worked at InfoWorld and PC World twice. I love IDG!" *lpiper@macworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

In memoriam: Delia Gutierrez

Gutierrez

IDG colleagues around the world extend their sympathy to the family and friends of **Delia Gutierrez**, president and CEO of longtime Philippine publishing partner Media G8way. Gutierrez died Sept. 6 in her office as the result of a knife wound. Her death remains under investigation by Philippine authorities.

"I find it almost impossible to accept that Del is gone," said **David Hill**, president and CEO of IDG International Publishing Services. "She came to so many IDG meetings over the years and was always so full of life and energy. This is just a terrible tragedy."

Delia leaves her husband, Computerworld and PC World Editor-in-chief **Ibarra "Bombing" Gutierrez**, and five children.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Cheryl Crivello *Network World*

19
Sue Yanovitch *CXO Media*
Lisa Lary *Connell Communications*

17
John St. Martin *IDC*

15
James Duffy *Network World*

13
Chris Jarmul *IDC*

12
Patricia Duhl *IDC*
Bronislaw Piwowar *IDG Poland*

11
John Daly *IDC*

9
Barbara Hall *IDC Canada*
Tanya Braitchouk *IDC U.K.*
Jun Kawahara *IDG Japan*
Jennifer McKean *IDG Research Services*

8
Jessica Garabrandt *Connell Communications*
Lottica Fredlund *IDG Sweden*

7
Doug Dinely *InfoWorld*
Brian Burke *IDC*

6
Sara Scogland *IDG*
Sandy Lawes *Connell Communications*

4
Kevin Green *IDC*
You Sook Hong *IDC Korea*

2
Jennifer Sand *Network World*
Denise Landry *Network World*
Verner Bager *IDG Denmark*
Ivy Wang *IDC China*
Ethan Pike *IDC Hong Kong*
Rowena Francisco *IDC Philippines*
Mitsuyuki Tomiyama *IDG Japan*
Ken Aoyama *IDG Japan*
Konstantin Levin *IDG*
Justin Lewis *IDG Entertainment*

1
Anna Johnston *Connell Communications*
Don Cargill *IDC*
Chandresekhar Venkataramana *IDC*
Dave Jansen *IDG Australia*
Joakim Arstad Djurberg *IDG Sweden*
Rebecka Guzman *IDG Sweden*
Alessandr Knach *IDG U.K.*
Katarzyna Czubak *IDC Australia*
Jason Gorud *IDC Singapore*
Naomi Watanabe *IDG Japan*
Jeremy Rueb *IDG Corporate Sales*
Stephen Galeotalanza *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Central now has RSS options

Several categories of content on IDG's intranet, IDG Central, are now available via RSS: IDG World Update news stories and One on One interviews, Writing Workshop, Classified Ads and the Best Practices Exchange. These feeds require authentication. There is an RSS link on the home page of IDG Central. Just enter your IDG Central username and password when your RSS reader prompts you.

Please note that most Web-based feed readers, such as Bloglines, won't work with these feeds because they are password-protected. However, one Web-based option is FeedLounge. Other options are listed on the IDG Central RSS landing page.

Employees planning to attend Enterprise or PC World/Macworld product line meetings urged to register online by Oct. 6

The 2006 Enterprise Global Product Support Center meeting and the PC World/Macworld Product Line Meeting will take place back-to-back during the week of Nov. 12 at Le Royal Meridien King Edward Hotel in Toronto. The Enterprise GPSC meeting will run from Nov. 12-14 and the PC World/Macworld meeting will take place Nov. 14-16.

This year, all attendees must register using the online registration system whether or not they are requesting accommodations at Le Meridien King Edward. Enterprise GPSC meeting attendees may use the following link: http://www.idg.com.au/url.php?id=89264. Those attending the PCW/MW meeting may register at http://find.pcworld.com/55178. Registration must be completed by Oct. 6 in order to guarantee hotel accommodations.

A subsidy of two hotel nights for one person, per business unit, is available for each meeting. The subsidy does not apply to country managers, U.S. business unit presidents or attendees based in Toronto and may only be used at Le Royal Meridien King Edward Hotel.

Organizers for both meetings are seeking input for the agendas. If you have ideas or would like to volunteer to present at one of these meetings, please contact **Samantha Saunders**, Enterprise GPSC manager at samantha_saunders@idg.com.au or IDG Australia Managing Director **Don Kennedy** at don_kennedy@idg.com.au regarding the enterprise meeting; or **Sandy Wong** at sandy_wong@pcworld.com for the PC World/Macworld meeting.

One on one

continued from page 3

nationally, or is it a U.S.-specific company?

A We are focused on worldwide health opportunities. We have already done some significant projects in Europe and Asia/Pacific. Some examples include detailed technology adoption plans for providers by country in Asia, remote health opportunities in China and clinical research trends in Japan. I would expect that we will have a Health Industry Insights analyst in Asia by the end of 2007.

Q **Does HII collaborate with any other IDC or IDG business units? If so, how?**

A Health Industry Insights has collaborated with a number other IDC business units. We have done collaborative work with IDC hardware and software research services on a variety of consulting projects. We also collaborate with other Insights businesses and have worked to win business with Manufacturing Insights in the pharmaceutical industry. Health Industry Insights also works with IDC's vertical research team to produce a number of worldwide IT spending guides as well as custom market sizing and segmentation.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

celebrating 10!

Name
Stephen Lawson

Home
San Francisco

First joined IDG
June 1992, Copy Editor, InfoWorld

Career path since joining IDG
Copy Editor, Writer, then Senior Writer at InfoWorld. Hong Kong Correspondent, then Senior U.S. Correspondent for IDG News Service.

Current title, what your job involves
Senior U.S. Correspondent. I cover wired and wireless networking, edit part-time and am starting to shoot video segments.

Most challenging part of your job
Keeping up with all the new wireless technologies.

Best part of your job
Getting to work with such cool people.

Latest accomplishment
Helped to start up video production at the News Service's San Francisco bureau.

Memorable work moment?
At the Asia-Pacific Web conference in Beijing in 2001, [IDG International Publishing Services President] **David Hill** and I gave a tutorial on U.S. journalism practices. We and our Chinese colleagues both learned a lot.

Best compliment you've ever received on your work?
A few years ago — on a Friday — a university student e-mailed me asking for a good article, at least five pages long, about WAP (Wireless Application Protocol). By Saturday.

Interests outside the office
Film festivals, photography, Western history.

Family
Partner, Kim.

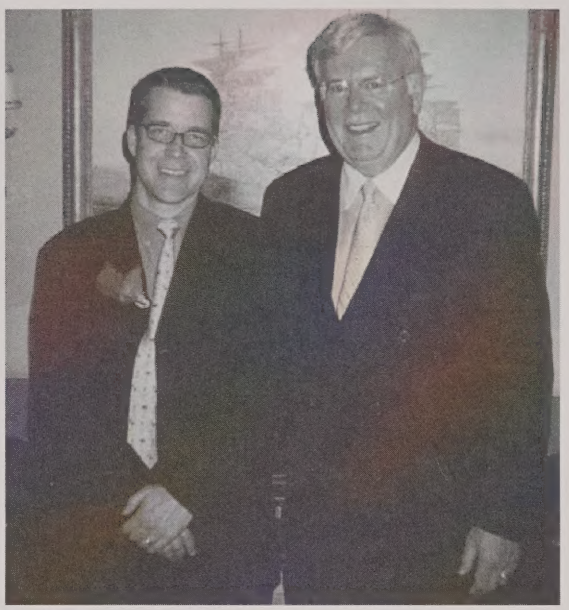
What's currently in your CD player?
Lately I've been listening to amateur pianists on YouTube.

What book is on your bedside table?
O Pioneers! by Willa Cather (on my PDA).

Dream destination
The Beijing-Lhasa railway.

Favorite vacation spot?
Yellowstone National Park.

Favorite movie
I know this isn't very original, but I still think The Godfather is the greatest movie ever made.



***Stephen Lawson** of the IDG News Service (l) was the guest of IDG Chairman **Pat McGovern** at a recent dinner celebrating his 10 years of service to IDG.*

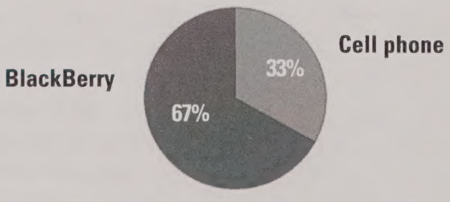
Favorite celebrity encounter
On a trip to Taiwan, I met Stone and Monster, the guitarists for my favorite Taiwanese band, Mayday. I was just walking down the street and there they were. They were very friendly and easygoing.

Manager's profile
"In his time at the News Service Stephen has worn many hats with aplomb. As our man in Hong Kong he covered the Asia beat expertly; as one of our senior writers in San Francisco he is on top of each Next Big Thing in networking and communication technology; and now as one of our staff members who is enthusiastically embracing multimedia, he is proving to be a news videographer in the making. Through it all, the one thing that doesn't change is Stephen's calm, collegial style and his dry, sharp wit. That, and his devotion to Cantopop stars Mayday."

— *Elizabeth Heichler, editor-in-chief, IDG News Service*

Question of the Week for Sept. 18

If you were allowed just one of these devices, which would you choose?



(No votes were cast for MP3 player or portable DVD player.)

Log on to www.idgcentral.com for this week's question: Did HP's former board chairman know investigators were using illegal techniques to obtain information?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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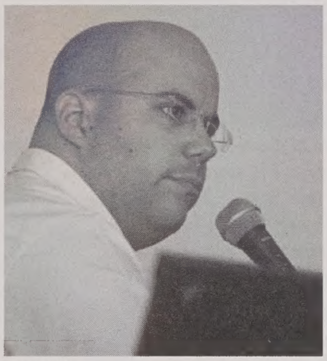
WWW.IDGCENTRAL.COM

Online voting for IDG's Photo Calendar Contest continues through this Friday. Don't miss your chance to help select this year's winning photos! Details on page 4.

IDC Israel conference targets Web enterprise technologies

In successful experiment, IDC marketed event exclusively on Web site, blogs

IDC Israel, which last year was converted from an agency to an IDC country office, hosted a conference last month that not only covered the latest Web enterprise technologies but also relied solely on these same technologies to attract attendees. The conference was held near Tel Aviv, Israel, on Sept. 5.



Gilad Nass

Mark Levitt

Attendes included more than 120 CEOs, entrepreneurs, VPs and directors of Israeli start-ups, venture capital firms, established vendors and other members of the Internet ecosystem interested in learning about Enterprise 2.0, a new term that refers to Web 2.0 technologies entering the enterprise workplace.

The event was hosted by **Gilad Nass**, research director of IDC's EMEA Emerging Technologies. Speakers and panelists included **Mark Levitt**, IDC Program VP for Collaborative Computing and the Enterprise Workplace (visiting from Framingham), and representatives from Microsoft, Matrix (an Israeli system integrator), Genesis Partners (an Israeli venture capital firm), and an Israeli startup.

"The promotion of the event was done exclusively through blogs and the IDC Web site instead of tra-

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World Expo's GridWorld increases attendance, sponsors *page 2*

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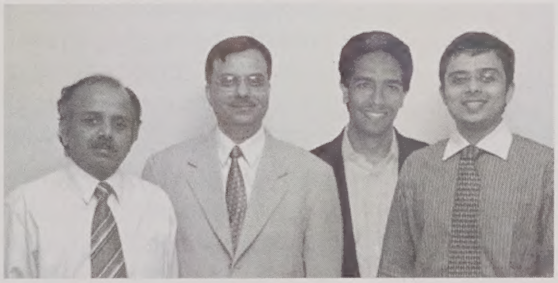
Celebrating 10: InfoWorld's Paul Krill *page 8*

IDG Ventures India will manage $150 million fund

Team will focus on early-stage technology companies in variety of fields

IDG Ventures India, the newest member of IDG's global family of venture capital funds, earlier this month announced the appointment of **Sudhir Sethi** as managing general partner. Sethi and his team will manage a $150 million fund that will be primarily invested in early-stage technology companies involved in IT and BPO services, design engineering, electronics and high-tech manufacturing, consumer Internet and digital media, product application software, semiconductors, telecom and value-added mobile services, financial services, and other emerging technology-enabled areas, according to Sethi. He said most investments will range between $500,000 and $5 million.



*The team at IDG Ventures India includes (l-r): **T. C. Meenakshisundaram**, **Sudhir Sethi**, **Manik Arora** and **Hemir Doshi**.*

"We believe the rapid increase in the market for technology products and services in India, combined with the entrepreneurial spirit and talent of its people will create an extremely bright future for venture capital investing in India," said IDG Chairman **Pat McGovern**. "Sudhir is a recognized leader in both the technology as well as venture capital industry in India."

Prior to joining IDG Ventures India, Sethi served as president and executive director of Infotech Enterprises, Ltd., a global design engineering and GIS

continued on page 5

in brief newsworthy

Eighth annual PCW Latin America Awards gala sells out sponsorships

PCWLA gala attendees included (l-r): ***Jim Sullivan***, *VP/Licensing, IDG International Publishing Services;* ***Paulina Paredes***, *editorial director, PC World Ecuador;* ***Armando Lazo***, *director of publishing, PC World Latin America;* ***David Hill***, *president & CEO, IDG IPS;* ***Elinet Medina***, *editorial director, PC World Latin America;* ***Trino Ramos***, *VP/Latin America IDG IPS;* ***John O'Malley***, *president, IDG Global Solutions;* ***Rafael Roldan***, *publisher, PC World Ecuador;* ***Franca Cavassa***, *editorial director, PC World Peru;* ***Ricardo Castro Romo***, *publisher, PC World Mexico.*

Proving once again that it is the premier gathering of the IT marketing community in Miami, the eighth annual PC World Latin America Awards gala drew a sellout crowd on Sept. 12. Each event has surpassed the previous year's profit level, and again all eight sponsorship packages sold out quickly.

Presidents, VPs and other executives from major companies and agencies doing business in Latin America were among the 160 attendees. This year, representing IT users, were the presidents of the most important IT executives' associations in Argentina and Venezuela.

The PCWLA gala is the final step of a process that starts in May. IT companies nominate their products and services — this year in 22 categories, four more than last year — and 17 judges from the editorial teams of PC Worlds in the region select the winners, which are revealed during the event. This year, 215 products were nominated by 50 IT companies, and 101 finalists competed for the awards.

The winners use the awards seal in their advertisements and on products and displays. PC World Latin American editors publish the list of the winners in their November issues as the Product Guide of the Year to the Best Products and Services.

A total of 36 Awards were presented. In addition to the winners of the 22 categories, PCW Latin America also announced three other annual awards: the The Hall of Fame Award for a product or family of products that have won a PCWLA Award regularly in years past (AMD Athlon 64 processors and HP office printers); the Digital World Award (Samsung Latin America) and Product of the Year (Intel Duo Core Processor).

A complete list is available with this article on IDG Central. Write to trino_ramos@idg.com.

Attendance rises almost 40% at second GridWorld conference

IBM Vice President/Grid Computing Ken King accepts IBM's GridWorld 2006 Industry Leadership Award from IDG World Expo Vice President ***Melinda Kendall****.*

Expanded content, an additional partner, a larger venue and a new awards program were all part of the second edition of IDG World Expo's GridWorld, held Sept. 11-15 at the Washington Convention Center in Washington, D.C. The conference for enterprise IT strategists focused on the commercial benefits of grid computing. It also brought together developers, grid researchers and implementers for in-depth working sessions on user requirements, best practices and interoperable software standards.

Grid computing uses the resources of many separate computers connected by a network, usually the Internet, to solve large-scale computation problems.

This year's event was produced in collaboration with two prominent Grid organizations: the Open Grid Forum and a new partner, GlobusWorld.

Last October's four-day event took place in Boston with 20 sponsors exhibiting in the Sponsor Showcase. With this year's participation of GlobusWorld, which previously held its own event, World Expo sought a larger venue to accommodate a more in-depth program — five content tracks rather than two in 2005 — and an anticipated increase in sponsors and attendees. Expectations proved correct, with 30 sponsors signing on and attendance increasing by nearly 40% to more than 650.

According to Brand Manager **David Best**, World Expo staff wanted to keep the event on the East Coast to make it convenient for the approximately 30% of participants who come from outside the U.S., most of them from Europe.

Addison Snell, IDC's research director for High Performance Computing, and Computerworld Senior Editor **Pat Thibodeau** moderated two of the panel discussions.

The inaugural GridWorld Industry Leadership Awards recognized an individual (Ian Foster, chief open source strategist and co-founder, Univa Corp.) and an organization (IBM) for building grid awareness by providing technical and business leadership in bringing grid technology and service-oriented IT solutions to the market. World Expo facilitated the nomination and voting process through the GridWorld Web site (www.gridworld.com) and media sponsors. The GridWorld Advisory Board made the final selections.

The next GridWorld will be held in late 2007, date and location to be determined.

Write to david_best@idg.com.

the interview

one on one

Alexa Wriggins

The director of online marketing at PC World and Macworld is this week's columnist. Reach her at alexa_wriggins@pcworld.com.

Social media sites such as Digg, del.ic.ious and Slashdot have become increasingly popular in the past few years. Within the past 12 months PC World and Macworld have seen significant referrals from these types of sites.

In this week's column, Wriggins identifies the primary channels that drive traffic to PCWorld.com and Macworld.com and reviews how and why those channels deliver varying amounts of traffic over time.

At PC World and Macworld, we have learned to pay close attention to the lifecycle of all of our major traffic sources. Over time, the percentage of traffic that each channel contributes to the overall mix changes. Some traffic sources start small and grow in importance while others that were once a significant source of traffic start to decline or disappear entirely. In order to manage this traffic lifecycle and maintain a steadily increasing stream of page views, PC World and Macworld utilize a multi-channel traffic development strategy and rely on Web analytics tools to monitor the progress and performance of each traffic source.

Right now, we are monitoring roughly eight major channels that drive traffic to our Web sites. Our major traffic sources include the following:

Google News is a news aggregator with no human editors, although news sources are reviewed by Google employees. Google crawls Web sites and includes articles on its news page, often very shortly after they are published. Google News is the largest single source of traffic to both the PC World and Macworld sites. However, this hasn't always been the case, and as the popularity of Google News has grown, our referral traffic has grown with it.

Organic Search refers to traffic on Web pages that have been crawled by a search engine such as Google; links to our Web pages are listed in their search engine results pages (SERP). Traffic from Google Search, Yahoo! and MSN provide a steady and constant flow of traffic to our sites. As a group, organic traffic from the search engines tends to be our second largest source of traffic, although the percentage of contribution from each search engine can change over time and can vary most widely among the smaller engines. There are quite a few names from the past that once supplied the bulk of referred traffic and now provide virtually nothing. Alta Vista, HotBot and LookSmart are all sites that used to appear a lot more frequently in weblogs than they do today.

Search Engine Marketing refers to the process of bidding on keyword phrases and paying a cost per click (CPC) for each click received. Because traffic derived from this channel can be expensive, we use it to drive traffic to high-yield pages or to groups of pages through which at-risk advertising campaigns are running. The benefits of this traffic source include targeting and the ability to turn on and off the flow of traffic. We have found that CPCs are affected by seasonality, and our average CPC can increase considerably during the holiday season when we are competing with retailers for many consumer electronics keyword phrases.

Content Partnerships. PC World has syndication relationships with several high-profile portals, including MSN and Yahoo. Although the business terms of each partnership may vary significantly, in most cases the stories we syndicate to our partners contain links back to our Web site. These links not only help drive traffic back to our pages but can also help us increase our search engine rankings.

While these types of partnerships can be very fruitful, we have also learned — the hard way — that smaller or lower profile partnerships can also drive a lot of traffic to your site. Several years ago, PC World had a relationship with Lavasoft, publisher of Ad Aware software. A link from their Web site to our Downloads Library drove a million page views a month. We took this traffic for granted and were shocked to realize just how much we relied on this source when they suddenly took the link to our site down and our traffic plummeted. Fortunately, we were able to contact Lavasoft and encourage them to replace the link.

Now our traffic from Lavasoft is declining again. This time it's because Ad Aware is losing market share to PC Tools' Spyware Doctor. We need to start planning now for a way to replace any traffic we may lose if Ad Aware continues to decline in popularity.

Social Media/Folksonomy Web sites are community-driven sites where readers post articles that they would like to share with others in the community. Readers tag stories with keywords or labels that they feel best reflects the content. Social media sites such as Digg, del.ic.ious and Slashdot have become increasingly popular in the past few years. Within the past 12 months PC World and Macworld have seen significant referrals from these types of sites. We are finding that while these sites can drive a lot of traffic, generally speaking, list-type stories, such as "The 25 Worst Tech Products" perform best. While we try to submit many stories to these community-driven sites when they are published, we have found that our readers can often beat us to it. This is a quickly growing space, and we are even considering ways that we can work with sites like Flickr and MySpace to increase traffic. We've toyed with the idea of creating PC World and Macworld MySpace pages to reach a group of users that may not otherwise be fa-

continued on page 4

One on one

continued from page 3

miliar with our brands or come to our sites. Of course, we already have a community on our own sites and haven't yet decided if such a page might only serve to foster a community on a site that we do not host, therefore bifurcating our existing community.

The advent of social media sites has been a good thing for driving traffic. However, when Netscape changed its business model from a traditional Web portal and took on a more Digg.com-like format, our traffic dropped considerably. In the old model, our Web sites were crawled regularly and content was automatically added to Netscape. Under the new model, users add content and dictate which stories are most relevant. This may be compounded by the fact that while social media sites are really beginning to take off, Netscape is perhaps still adjusting to the new format.

E-mail marketing is an old and trusted source for traffic. Our e-mail newsletters drive daily, weekly and monthly traffic to stories across all the topics covered by the editorial staff. Each year, a few new newsletters are added, and others are retired as topics become obsolete. We also send traffic-driving promotional blasts in addition to e-mail newsletters. Once a quarter or so, we send a "what's new" e-mail blast to our newsletter subscribers to let them know about any new content or services that we may have recently launched. It's a great way to bring our new products and services to the top of reader's minds while simultaneously providing a boost of traffic.

RSS feeds are another relatively new source of traffic, providing readers with an alternative to our Web sites and newsletters for content. We have not found RSS feeds to cannibalize traffic from any of our other sources. As with our newsletters, we add and remove feeds when relevant. For the time being RSS feeds can be hard to track. Tracking solutions like the one provided by Feed Burner can be helpful in understanding how many people subscribe to your feeds, but unfortunately Feed Burner relies on data supplied by the feed readers, and not all readers, including the Google and Yahoo readers, provide data or reporting.

Google Co-op is not a source of traffic yet, but it will be soon. Co-op is a new and collaborative effort between Google and content providers to provide users with more relevant search results. Through this program, Google will work with sites like PC World and Macworld to develop a tagging strategy that will identify different types of content that may be available through a vertical category such as technology or healthcare. The program is being developed in order to enable users to refine their search based on these tags. At some point in the near future when a user searches for 'digital camera' he or she will be presented with the opportunity to refine the search by selecting news, reviews, how-to's, blogs, etc. The Tech category is currently in development, and PC World Editor **Bud McLeod** and Macworld Editorial Director **Jason Snell** are working with Google to develop a relevant set of tags for the category. We are hoping to be the first tech publishers to go live with Google in this category. You can find real-life examples of Co-op in the health care category. Try a search on 'strep throat' if you are curious to see how this will work.

We have found that the key to understanding the traffic-driving lifecycle of any traffic source or partnership is tracking. If you identify your major sources of traffic, look at their performance over time and watch for any significant changes it's possible to identify both threats and opportunities. Sometimes, staying on top of the hundreds or thousands of smaller sources of traffic can be the hardest part. WU

Send us your ideas!

The editors of IDG World Update are always looking for news, story ideas and suggestions for features and columnists.

If something is working well at your business unit — a new way to capture online revenue, a creative marketing project, a successful team-building exercise — chances are other readers could benefit. Write to world_update@idg.com.

Help choose the winning photos and you could be a winner too!

Here is your chance to help select the 12 winning photos in the 2007 IDG Employee Photo Calendar Contest. The staff at IDG International Publishing Services has sifted through close to 200 entries and selected their 40 favorites. Those photographs are now available on IDG Central where any employee may log on and vote for his or her top 12.

'07 edition coming soon!
2006
Employee Calendar
IDG

The top three vote-getters will be awarded first, second and third prizes of $300, $200 and $150, respectively.

This year, all employees who vote will be automatically entered in a random drawing to win one of three $50 American Express gift cheques. The voting period runs from Sept. 25 through Oct. 6. Winners will be announced on Oct. 9 on IDG Central and in the Oct. 16 issue of World Update.

If you do not have a login for IDG Central, you may request one using the form on the home page at http://www.idgcentral.com.

IDG

Current Jobs, Week of October 2, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Channel Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Advertising Operations Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
Corporate HR						
	Comp	Compensation and Corporate HR Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
CXO Media						
	Exec Progs	Director of Operations, Executive Programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Associate User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
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	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
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	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Vice President, Event Marketing	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sales Manager	Washington DC	Leah Barton	leah_barton@idg.com	508-988-7871

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
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	Admin	Group Operations Coordinator	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Admin	Group Operations Coordinator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Hardware	San Mateo CA	Jim Klepper	jklepper@idc.com	508-935-4143
	Consulting	Consulting Director, Vertical Markets Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Client Services Representative, Enterprise Major Accoun	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	HR	HR Assistant	Framingham MA	Leslie Bachand	lbachand@idc.com	508-935-4624
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Buy-side Investment Research Service, Semicond	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Digital Media and Entertainment	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, IT Outsourcing and Utility Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Procurement and Supply Chain Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Tracker	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Security	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sales Manager, Consulting Sales, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major Software	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Product Manager, WW Trackers & Forecasters	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Government Insights						
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, IT Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insight	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

Online Associate Editor (CWI)

IDG's Computerworld.com seeks a self-starting editor to become an active member of our expanding online editorial team creating e-mail newsletters, interacting with and helping to develop our online community, tracking online readership, helping to update our Web site and contributing to stories and special projects. A key responsibility will be the editorial creation of five to eight newsletters daily using our automated newsletter tool. This process includes hunting for appropriate new stories, checking wire sources, formatting and making sound editorial judgments. The right candidate will bring a strong knowledge of IT topics, solid news judgment, and a desire to learn (we provide training). Applicants should be strongly interested in all facets of online content creation, and the successful candidate will have a chance to work in many areas, including traffic measurement, monitoring reader comments to blogs and articles, helping to build special reports, and a wider range of other tasks. Story writing and editing are both possibilities, and there is potential for career advancement. Internet savvy and the ability to master Web-based publishing tools are required. Our fast-paced, daily publishing cycle involves team work on deadline. Accordingly, sound organizational abilities and communication skills are keys to success. This position requires a college degree with one to three years experience in magazine or newspaper publishing. Online and IT publishing experience are preferred. The Online Associate Editor reports to Computerworld.com's Online Managing Editor. ***Location: Framingham, MA***

Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Online Channel Editor (CWI)

IDG's Computerworld.com is seeking a senior Web editor to conceive, assign, edit, and write daily content to fuel our newest enterprise IT topic center. The successful candidate will wear several editorial hats, creating original content that ranges from news to reviews and includes newsletters, blogs, how-tos, FAQs, Q&As, analyses, opinions and visual tours. A demonstrated ability to build and manage a stable of top-notch freelance writers is required. A take-charge individual with strong communication skills and the ability to engage a team will excel in our fast-paced daily publishing environment. Applicants should have experience generating an ongoing procession of story ideas and executing them online. Success will be measured in reader page views. Qualified applicants will have three to five years of editorial experience. Strong interest or expertise in IT topics is essential. Online publishing experience, including experience with content management systems, is desired. A Bachelor's degree in English or Journalism is preferred. Experience with creating podcasts or webcasts is a plus. Familiarity with basic HTML commands is required. The Online Channel Editor reports to Computerworld.com's Online Editorial Director.

Location: Framingham, MA

Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Research Analyst (CXO)

CXO Media Inc. is seeking an experienced Research Analyst to manage and execute primary research projects supporting its editorial, ad sales and marketing departments. The individual in this position will be responsible for fielding sales and editorial related research request including providing syndicated media research runs. Qualified candidates will be experienced in questionnaire design, survey programming & deployment, and analysis and reporting of results. They must also have demonstrated ability to organize and prioritize work and to operate in a fast-paced environment. The successful candidate will manage multiple projects simultaneously, be able to communicate and work effectively with both internal research sponsors and outside suppliers, and deliver results in a timely and professional manner. Qualified candidates will have a Bachelor's degree, at least 3 years of primary research experience, strong analytical skills, and proficiency with Excel, PowerPoint and other PC software. Knowledge of Telmar and Perseus software packages are pluses. This position reports to the Research Manager.

Location: Framingham, MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Online Developer (CXO)

CXO Media and Computerworld, publisher of CIO.com and CSOonline.com and Computerworld.com is seeking a senior online web developer to lead the development of web applications and services delivered to its users through out its network or leading business-to-business web sites. The ideal candidate will possess 4+ years experience with the following technologies: J2EE, Java, Struts, JSP, SQL scripts, XML, MVC architecture, experience using Resin, CVS, Ant, Eclipse or similar IDE; experience and exposure to database publishing: InterWoven Teamsite and K4 publishing system, willingness to learn new technologies when appropriate; UNIX cron knowledge, knowledge of Windows and UNIX operating systems required. Experience with Hibernate, Tiles and JBoss; and Oracle knowledge preferred. Experience in OpenSource application development and customization (LAMP, MySQL, Wordpress, MediaWiki, Drupal) is also preferred. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Human Resources Generalist (HRSD)

IDG's Human Resources Services Division is seeking a bright, flexible and resourceful HR generalist to join our team. If you are a high energy HR generalist who has supported a client group alone or in a team setting and are looking for an opportunity to broaden your HR skills while working within a community of dedicated and creative HR professionals, this is the job for you! Reporting to the HR Director, the person in this role is responsible for supporting a client group of approximately 125 employees and will provide consulting and support across all functions of human resources including full-cycle recruitment, employee relations, management coaching, performance management, compensation analysis and planning, legal compliance and special projects as needed. The ideal candidate will possess a BA/BS degree, a solid understanding of business fundamentals, and 5 or more years of HR generalist experience with significant strength in recruiting, employee relations, performance management and compensation analysis. Candidates must also demonstrate well honed HR instincts, the ability operate both independently and as a member of a team, and the ability to build strong relationships with both managers and employees. Working knowledge of MS Office is required and PeopleSoft experience is a plus. We are looking for an individual with excellent communication skills, a strong customer service focus, a desire to learn and grow as an HR Generalist, and an ability to thrive in a high volume, fast-paced, ever-changing environment.
Location: Framingham, MA
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idc.com

Program Manager, IT Outsourcing and Utility Services (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized IT Outsourcing and Utility Services research team. The individual in this role will serve as IDC's lead subject matter expert on the topic of IT Outsourcing and Utility Services (ITOUS), providing market research, analysis, thought leadership and advisory services on the ITOUS services market, as well as acting as a key contributor to IDC's overall Outsourcing Services research team. This individual will take the lead in developing and delivering IDC's ITOUS research practice, a role that will involve both the development and delivery of research, and the business management aspects of the practice. Key responsibilities include: following business and IT services companies that compete in the dynamic and evolving global ITOUS services market, developing and delivering original studies and research on the ITOUS Services market, engaging in client-centric business consulting, and acting as a client advisor. The role also requires taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services providers and leading technology providers. The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor; demonstrate initiative and structure in independently exploring new topics; participate in and bring value to a larger team of business services analysts; demonstrate strong writing, public speaking and presentation skills; build relationships with key IT Outsourcing market players and influencers; participate in business development/sales activities that lead to client acquisition; and balance multiple roles simultaneously. The ideal candidate should have 10+ years of professional experience, knowledge of Outsourcing business practices, and familiarity with the dynamics generally affecting Outsourcing Services issues. A Master's degree in a professional field such as business or international affairs is welcome. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Initially, travel will be limited to 10-15%.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Analyst, Security (IDC)

IDC's Security Products research group has a Research Analyst role available to support the Security Appliance Server Tracker and other Security Products programs. This individual will collect and analyze appliance and software security data on a quarterly basis. The security industry is a dynamic area of technology that is rapidly evolving as customers implement software, hardware, and services to help manage their growing security infrastructures. This position will afford the analyst a unique opportunity to develop new areas of research from the ground up, developing the skills and knowledge required to publish insightful bulletins and reports. The core responsibility entails significant phone and email contact with vendors and regional IDC analysts. Gaining an in-depth understanding of the security market, as well as the products and strategies of the assigned vendors, will be critical. The work is detail-oriented and requires the ability to discern data patterns that are sometimes illogical, and work with data that seems erroneous, as well as reconcile data models with regional analysts. Requirements include strong competency in the use of Excel, working knowledge of pivot tables, data modeling skills, analytical skills, and a bachelor's degree. Solid writing ability is also a necessity. Familiarity with some aspect of the information technology industry and a background in research is desirable. Applicants need a positive attitude, sensitivity to deadlines, and strong interpersonal skills. Based in IDC's Framingham, MA office, this position requires little travel. ***Location: Framingham, MA***

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Games.Net Editor (IDGE)

IDG Entertainment is looking for an experienced, non-traditional editor to manage Games.Net. You will have total ownership over the site's content, tone, and style. Games.Net is a gaming-oriented site that focuses on quirky, offbeat features, interesting videos, and the aggregation of other gaming sites' content. The end result is an alternative type of gaming site that stands apart from the competition. The ideal Games.Net candidate will have a great sense of humor, genius-level ideas, and a few years of experience conceiving, writing, and editing feature stories. Being a hardcore gamer isn't required -- as long as you play games and have a working knowledge of video/computer games. This position is currently located in downtown Oakland, but will be moving to the San Francisco office in December. Please indicate Games.Net Editor in the subject line when applying to this position.

Location: San Francisco, CA

Contact: editjobs@gamepro.com, Email: editjobs@gamepro.com

Sales Manager, Midwest (IDGE)

IDG Entertainment is searching for a Sales Manager to join our integrated sales team! As the Sales Manager you will be responsible for managing existing advertising business and for generating new business for IDG Entertainment print and online properties in the Midwest territory. Responsibilities include acquiring, growing and retaining key relationships with advertising agencies and advertising clients. In this position, you will be required to build, manage and optimize agency and client relationships via in-person meetings, emails and phone calls in order to achieve your territory revenue goals. Qualified candidates will have 5 plus years of professional advertising sales experience, media experience a plus. Please indicate Sales Manager - Midwest in the subject line of your email when applying to this position. ***Location: San Francisco, CA***

Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Online Producer, Business Content (IFW)

InfoWorld.com is seeking an experienced online journalist/editor to manage editorial content for our email newsletters, RSS feeds, lead generation programs, and other specialized, sponsored online information products targeted to our core audience of enterprise IT professionals, with the aim of driving core InfoWorld.com business metrics. Position reports to the InfoWorld.com Executive Producer and works closely with Editorial, Lead Gen, Audience Development, Sales, Marketing, Technology, and Events. The ideal candidate will have at least three years of professional journalism experience with a major online media company. Bachelor's degree required along with proficiency in HTML, XML, RSS, and Excel, plus strong knowledge and hands-on experience with web analytics, content management systems, and the enterprise IT market. Please send resume with cover letter and salary requirement to jobopps@idg.com, and please include "Online Producer" in the subject line.

Location: San Francisco, CA

Contact: K. Coldwell, Email: jobopps@idg.com

Online Business Manager (NWI)
Network World has a great opportunity for an Online Business Manager. This position will be primarily responsible for analyzing and optimizing the business performance of our award winning site www.networkworld.com. The Online Business Manager will work closely with internal departments to ensure site revenue objectives are met, manage site improvements/enhancements and oversee partnerships programs. The ideal candidate will have 3+ Years experience working in online industry, be familiar with web site analytics and HTML code, and have exceptional project management ability. Must possess excellent verbal and written communication skills. Sales and marketing experience a plus. Bachelor's degree or equivalent required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Staff Writer (NWI)
Network World is looking for an experienced writer to join our award winning editorial staff. The Staff Writer will report on stories within the high tech industry for Network World, both online and print. Ideal candidates will demonstrate the ability to write quickly and accurately about technical and business topics, and meet deadlines consistently. Experience writing and reporting on high technology news both for online and print media a big plus. Travel is required, generally a couple of times per month. Candidates must have a minimum of 1-3 years experience, and BA/BS in journalism required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Online Media Manager (NWI)
Network World is seeking a hands-on, marketing professional with strong project management skills to work within our growing Client Services team. In this position the Online Media Manager will be responsible for multiple projects, and work with several teams across the organization to optimize our media and lead generation programs. The selected individual will also manage all media scheduling. Experience with online analytical tools, strong statistical and analytical skills required. Must have 5-7 years of marketing experience, preferably in online with proven results on marketing campaigns. Bachelor's degree or equivalent required. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Ad Traffic Coordinator (NWI)
The successful candidate will be responsible for partnering with the Network World sales staff and advertising clients in order to facilitate the production process for both online and print campaigns. This position will interface with prospective advertisers, current customers, NWW and central sales organizations to ensure proper delivery of campaigns. This position will also assist with implementing strategies for new advertising opportunities with new products such as Podcasts, RSS, Video and more. The secondary function will be as backup support for advertising operations related to any other online/print product. The successful candidate must be extremely pro-active, have strong organization skills with an acute attention to detail. Critical to this position is the ability to work well within a team environment, excellent communication skills both verbal and written and the ability to take ownership of one's work. 2+ year(s) related experience in a print/online advertising environment. Proven applications experience including Online ad serving (i.e. DART), HTML, Macromedia Flash, Excel, Word, & Adobe CS are required. A general understanding of high end pre-press workflows and applications, as well as content management systems are a plus. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Market Analyst (RSH)
IDG Communications' Research team is hiring a Market Analyst to provide analysis and forecasting of the IT Market. This position will assist the VPs of Business Development in the sales process. Responsibilities will include: analyzing existing research, aggregating research and developing reports and PowerPoint presentations; responding to client inquiries; and contributing to the sales process by presenting research trends to IDG's key clients (e.g., Intel, IBM). This is a growth opportunity that will expose the candidate to the hottest aspects of e-business, telecom, hardware and software research. Qualified candidates will possess excellent presentation skills, strong writing and analysis capabilities, client relationship development skills, strong interest in IT trends and markets, and a chance to participate in the sales process. Requirements: BA/BS, and 3-5 years of industry/related experience. ***Location: Framingham, MA***
Contact: L. Barton, Fax: 508-988-7972, Email: jljobs@idg.com

Coming up

Network Application and Acceleration
Oct. 10 (Long Beach, CA)
Oct. 12 (Seattle, WA)
Oct 17 (St. Louis, MO)
Oct. 19 (New York City)
http://www.networkworld.com

ComNet Shenzhen
Oct. 12-17
Shenzhen, China
http://www.comnetshenzhen.com.cn

Softech Mart
Oct. 20-22
Ho Chi Minh City
Vietnam
http://www.idg.com.vn

IDC CEMA Business Intelligence Roadshow
Oct. 25
Ljubljana, Slovakia
http://www.idc.com

IDC CEMA Business Intelligence Roadshow
Oct. 26
Prague, Czech Republic
http://www.idc.com

Computerworld Storage Networking World
Oct. 31-Nov. 3
Orlando, FL
http://www.snwusa.com

CIO|07: The Year Ahead "Issues. Ideas. Impact"
A CXO Media Event
Nov. 5-7
Phoenix, AZ
800-366-0246
http://www.cio.com/conferences

InfoWorld's SOA Executive Forum
Nov. 7-8
New York, New York
http://www.infoworld.com/events

APEC CEO-CIO Summit and Awards
Nov. 7-12
Hanoi
Vietnam
http://www.idg.com.vn

Network Application and Acceleration
Nov. 7 (Austin, TX)
Nov. 9 (Washington, D.C.)
http://www.networkworld.com

IDC Israel

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ditional audience recruitment methods," Nass explained. "We thought that practicing what we preach would be a good idea, so we identified several opinion leaders and asked them if they would write about the conference in their blogs. The outcome was, as we had hoped, mass registration within minutes after the publication of each blog. We asked the registrants to tell us how they heard about the conference, and most of them said they heard about it in a blog or from a friend who read about it in a blog."

> *"The responses we received about the theme and concept were phenomenal. The momentum we created with thought leadership presentations by Mark and Gilead created a buzz in the Israeli market and dozens of requests to follow on this conference with related topics."*
>
> *— Asaf Lev, business development director, IDC Israel*

Another key to the event's success, Levitt noted, was "the speed with which IDC Israel planned and held a conference about a subject — Enterprise 2.0 as a business extension of Web 2.0 — that was still very new and had not yet received much coverage in newspapers and other conferences." Levitt also credited an article published the week before the conference in Israeli's daily business paper, The Marker, for which he and another speaker were interviewed, with generating interest.

"Today's generation of consumer Web technologies will lead to new collaborative and other workplace applications aimed at enhancing the online work environment for information workers," Levitt said.

"The Israeli innovation ecosystem continues to produce dozens of startup companies in this area, many of which are migrating consumer-born technologies into the enterprise workplace. It was fascinating to meet and interact with so many high level attendees at a conference that was so successfully marketed using Web 2.0 technologies."

The conference was sponsored by Microsoft, Genesis Partners (an Israeli venture capital firm), and Matrix (an Israeli system integrator) as well as several startups.

"The unstable security situation we had in the north of Israel during July and August calmed down very fast, and the success of the conference proved that we returned to business as usual in the Israeli technology market," said **Gideon Lopez**, managing director of IDC Israel.

"The responses we received about the theme and concept were phenomenal," said **Asaf Lev**, business development director of IDC Israel. "The momentum we created with thought leadership presentations by Mark and Gilead created a buzz in the Israeli market and dozens of requests to follow on this conference with related topics. Attendees are already asking about consulting engagements looking at Enterprise 2.0. Based on this experience, this conference will be the first of many of its kind."

Contact Asaf Lev at alev@idc.com.

IDG Ventures India

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services company. Previously, he was a general partner for Walden International, where he headed up their venture capital operations in India.

In 2001, he was recognized by Red Herring as one of the leading venture capitalists in India, and he has been named amongst the Top Ten IT Professionals by Dataquest.

Joining Sethi are **Manik Arora**, general partner; **T.C. Meenakshisundaram**, chief financial officer; and **Hemir Doshi**, investment advisor. Arora was most recently a venture capitalist at Silicon Valley-based Battery Ventures, where he led their India practice. Meenakshisundaram joins the company from Venture Infotek, where he served as CFO and president; and Doshi most recently headed up India Capital Advisors, a management consultancy start-up based in Mumbai.

The IDG Ventures India team will be guided and supported by an advisory board that includes Dr. Jagdish Sheth, an internationally known academic who serves on the Board of Wipro; Arjun Malhotra, co-founder of IT conglomerate the HCL Group and currently Chairman & CEO of Headstrong; and entrepreneur K B. Chandrashekhar, founder of Exodus Communications and e4e.

IDG Ventures India joins IDG Ventures funds in Boston, San Francisco, China and Vietnam. Together, these funds manage $1.4 billion of venture capital.

For more information, contact any member of the IDG India team: Sudhir Sethi, sudhir_sethi@idgindia.com; Manik Arora, manik_arora@idgindia.com; T. C. Meenakshisundaram, tcm_sundaram@idgindia.com; Hemir Doshi, hemir_doshi@idgindia.com.

noteworthy people

Promotions

Lindquist

CIO Technology Editor **Chris Lindquist** is now Online Editorial Director for the CXO Media/CW online editorial team. "Chris has been acting as interim editor for the last few months and has done an amazing job stepping into this critical role," said **Martha Connors**, VP & general manager, Computer-world.com and CXO Online Media. "He's already up to speed, and we'll see great things from him."
clindquist@cio.com

Levinson

Meridith Levinson, formerly a senior writer at CIO, has been promoted to senior online editor for the CXO Media/CW online editorial team. "Meridith has been writing for CXO print and online for some time and will be taking on editorial responsibilities in addition to writing new content for cio.com and csoonline.com," said Martha Connors, VP & general manager, Computerworld.com and CXO Online Media. "This is a great start to our new content investment plans for our online business."
mlevinson@cio.com

New employees

CXO Media has hired **Mary Conroy** as director, event marketing. She was previously director of product marketing and development with MC Communications and holds a B.S. in marketing from the University of South Florida in Tampa.
mconroy@cxo.com

PETER SHORT
Ciulla

IDC's Access Group/IRS welcomes Analyst Account Manager **Jeffrey Ciulla**. He most recently worked at United Health Care as a strategic account executive. Jeffrey has a B.S. in business administration from Emmanuel College in Boston and enjoys surfing and "the simple pleasures of life."
jciulla@idc.com

PETER SHORT
Marques

Also at IDC's Access Group/IRS, **Lisa Marques** has signed on as an analyst account manager. She previously worked at Gustin Advertising as an advertising account manager. Lisa has an associate's degree in advertising and a B.S. in marketing, both from Johnson & Wales University in Providence, R.I., and spends her off hours reading, exercising and spending time with family and friends.
lmarques@idc.com

Melker

Formerly an account executive at Gartner, **Per Melker** has signed on with IDG World Expo as a sales manager for the SaasCon, Digital ID World and GridWorld conferences. He has a B.S. in marketing and an M.S. in IT from Southern New Hampshire University. Per enjoys golf, soccer, and traveling and spending time at the ocean with his wife, Jen, and children Noah, 5 and Emma, 2.
per_melker@idg.com

Send information for the Noteworthy section to world_update@idg.com.

Computerworld softball team posts 11 wins and no losses

Members of the undefeated CW softball team include: (kneeling, l-r): ***Colin Longval*** *and* ***Bob Rawson****. Standing, l-r:* ***Joe Mola, Caroline Mewing, Jay O'Leary, Amy McLellan, Bill Rigby, Craig Stedman, Timothy Johnson, Tom Pimental*** *and* ***Chris McMahon****. Not pictured:* ***Chris Johnson, Tim Donohue, Duncan Newell, Marissa*** *"Man-Soo"* ***Milton, Matt Duffy, Ryan Galvin, Mike Barbato, Ryan Longval, Steve Woodward, Jaclyn Godfrey, Melissa Zangari*** *and* ***Brian Johnson****.*

Computerworld's summer softball team enjoyed an undefeated season thanks to the "tenacity, gutsy play and true love of the game" displayed by its 23 players, according to team spokesperson **Colin Longval**. Among its impressive list of wins against teams from CXO Media, IDC, Lois Paul & Partners, Topaz Partners, and the American Cancer Society was a 15-4 trouncing of TechTarget.

In what he termed "a heartwarming display of sportsmanship (and because they did not bring their CW jerseys)," Longval said that **Chris McMahon** and intern **Ryan Galvin** volunteered to help out TechTarget, which needed two players to field a full team. During the game, McMahon hit a two-run home run for TechTarget, and was dis-invited to the team barbeque following the game, Longval said, although the other TechTarget players,including Galvin, were invited to participate.

While the team's 11-0 record did include three forfeited games, "we felt we owed it to ourselves to consider these wins because our team showed up to play every day. Plus, 11 wins is better than eight," Longval added. WU

IDG Golf League concludes season

(Left): ***Todd Hall.*** *(Right):* ***John Robison, Glenn Mosesso*** *and Golf League Commissioner (and CXO Media Facilities Specialist)* ***John Kelley****.*

The IDG Golf League for Framingham-area employees recently concluded its ninth season. The top team winners were IDG Network Technology Specialist ***Glenn Mosesso*** *and IDC Senior Data Specialist* ***Marc Lowell****. IDG Senior Credit Analyst* ***Todd Hall*** *won the Gold Putter Award for most improved golfer in '06. A special award was given to Mosesso, IDG Senior Credit Analyst* ***John Robison*** *and IDG Staff Accountant* ***Wayne Humphrey*** *for exceptional service to the golf league.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Ann Clark *IDC*

26

Maria Doehler *IDG Germany*

22

Anton Paunert *IDG Germany*
Juan Jose Marquez *IDG Spain*

19

Pascal Gautier *IDG France*

17

Anne Nickinello *Network World*
Martin Wallström *IDG Sweden*
Christoph Witte *IDG Germany*
Wilson Wan *IDC China*

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Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*
Andrew Ware *IDG*

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Jean-Pierre Antonio *IDG France*
Darren Whiteman *IDG U.K.*
Stefan Ueberhorst *IDG Germany*
Stephan Scherzer *IDG Germany*
Ines Muehlbauer *IDG Germany*
Jose Luis Palacios *IDG Spain*

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Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*
Cara Garretson *Network World*
Wlodzimierz Duszyk *IDG Poland*
Charlotte Kempe *IDG Sweden*
Juergen Hill *IDG Germany*
Iris Mueller *IDG Germany*
Bradley Freeman *IDC*
Robert Peyton *IDC*

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Marcel Schaper *IDG Netherlands*
Wolfgang Sommergut *IDG Germany*
Margit Kuther *IDG Germany*

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Frank Hayes *Computerworld*
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Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG World Update: yours via e-mail

To receive a copy of World Update each week as PDF file, send a request to world_update@idg.com. If you do not currently receive a weekly e-mail with links to new postings on IDG Central, including World Update news, send your name, title and business unit to world_update@idg.com.

celebrating 10!

Name
Paul Krill

Home
San Jose, Calif.

Joined InfoWorld
As Associate Editor in January 1995.

Career path
Associate Editor to Assistant Managing Editor to Editor-at-large.

Current responsibilities
As Editor-at-large, I cover developer technologies, Web services and related topics for infoworld.com and the print magazine.

Most challenging part of your job
Staying on top of everything that is going on in the industry.

Best part of your job
Being able to take control of my coverage areas and ensuring InfoWorld has the best coverage in the industry.

Latest accomplishment
Raising two well-behaved children.

Career highlight(s)
Covering an HP event in France and covering a speech by then-President Ronald Reagan in 1985.

What's kept you at IDG for 10 years?
An always challenging work environment that keeps me busy.

Best compliment you've ever received on your work?
When a tough editor called me talented.

Interests outside the office
San Jose Sharks hockey, writing a hockey column for fun (http://www.thefeeder.com).

Family
My wife Debbie and I have a son, Christian, 5, and a daughter, Cara, 2.

Of what accomplishment at work are you most proud?
Covering the computer industry since 1989.

Favorite way to work off stress?
Working around the yard.

Favorite Web site
www.sjsharks.com

What talent do you wish you had
Athletic ability.

Five people — living or dead — you'd invite to a dinner party?
Jesus Christ, Saint Paul, Joan of Arc, Abe Lincoln and football coach Don Shula.

InfoWorld's ***Paul Krill*** *(l) was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his 10 years of service to the company.*

Your idea of a perfect day alone?
Attending a Natioinal Hockey League playoff game that my team wins.

One possession you'd grab if your house were on fire?
My dog, Owen.

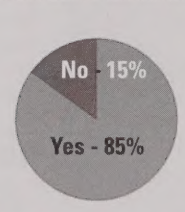
Favorite movie of all time?
Citizen Kane

Manager's profile
"Paul Krill is a hardworking, aggressive reporter who asks tough questions and pushes hard for scoops on product releases, mergers and acquisitions, and executive management changes. In his pursuit of important stories he probably attends more Silicon Valley events than any other tech journalist. Any publication would be lucky to have a reporter this productive and self-motivated."

— Eric Knorr, executive editor-at-large, InfoWorld

Question of the Week for Sept. 26

Do you think HP's former board chairman knew investigators were using illegal means to obtain information?



Log on to www.idgcentral.com to vote on this week's question: Do you agree with the German opera house that recently cancelled a production due to security concerns?

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, Macworld Conference & Expo^{R}, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

European IT Forum focuses on better utilization of IT

IDC's 16th annual event draws on support from IDG media outlets in region

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Celebrating 10: Computerworld's Sara Culley *page 8*

And the winners are...

Visit IDG Central to see the 12 photographs you picked for the 2007 employee photo calendar. If you need a login for the site, you may use the link at http://www.idgcentral.com to request one.

This year's European IT Forum, held in Paris Sept. 25-26, addressed the essential need for European organizations to counter the pressures of globalization by focusing on better utilization of IT, not only to improve productivity but, most critically, to increase innovation.

Seven hundred IT and business executives from leading European organizations registered for the 16th annual event.

Keynote speakers at the two-day forum, the main focus of which was the role technology can play as a strategic lever for business evolution and growth, emphasized that sustainable growth could be achieved through strategic planning and evolving business models that reflect market changes.

"The fundamental challenge for most organizations, particularly in the IT industry, is to alter their strategic planning in order to embrace more frequent changes in their external environment," said Jeff Sampler, professor of strategy and technology at

*(L-R): IDC SVP/Research **Frank Gens**; Jeff Sampler, professor of Strategy and Technology, Oxford University; IDC Chief Research Officer **John Gantz**; Chris Anderson, editor-in-chief, Wired magazine and author of "The Long Tail."*

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IDG Netherlands experiments with company-wide public blog

All employees invited to contribute to show the people behind the brands

To blog or not to blog? IDG Netherlands has wholeheartedly embraced the former, and in so doing, it has apparently become the first company in the Netherlands to create a corporate blog available to the general public. The blog is not only an increasingly effective way for outsiders to get a better understanding of the people and capabilities of IDG Netherlands, but it also serves as an internal communications tool.

Close to 40 employees — almost half the staff — from administration, marketing, editorial, technical services and management have already posted to http://blog.idg.nl since it launched in May. The ground rules are basic: any employee can become a blogger, and IDG Netherlands facilitates their effort by hosting the site and providing technical assistance where needed.

All postings must be related to IDG Netherlands in some form. While many topics are straightforward — communities, media, technology — there are also postings about subjects such as politics, photography and music, all of which connect to IDG or its lines of business. A few recent posts addressed

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*(L-R): Business development managers **Rick van Dijk** and **Jeroen Jonker Roelants** and Managing Director **Raimon Gort** have contributed a total of 70 posts to the IDG Netherlands corporate blog since it launched in May.*

in brief newsworthy

IDC Japan celebrates record bookings for FY2006

Despite the continued struggles of many local IT vendors, IDC Japan recorded record bookings of 2 billion yen (US$16,991,493) for FY2006. "These results truly reflect the collaboration and intense effort by IDC's worldwide and Japan teams," said **Masato Takeuchi**, managing director of IDC Japan.

***Masato Takeuchi,** managing director of IDC Japan, addressed IDC employees at a celebratory dinner in Tokyo last month.*

Noting that it took the company 24 years to achieve its first 1-billion-yen booking year in 1999, Masato said that doubling that result had only taken another seven years. "Considering the unfavorable economic conditions, including the bursting of the IT bubble and Japan's long-lasting economic deflation, IDC Japan's 8.9% 2000-2006 compound annaul growth rate is all the more remarkable," he said. "It has been an uphill battle all the way, and I am proud of all the employees of IDC Japan who have asserted themselves creatively and continuously. Our next goal is to become the No. 1 ICT research firm in Japan," Takeuchi said. WU

Coming up

IDC CEMA Business Intelligence Roadshow
Oct. 25
Ljubljana, Slovakia
Oct. 26
Prague, Czech Republic
Nov. 7
Istanbul, Turkey
http://www.idc.com

Computerworld Storage Networking World
Oct. 31-Nov. 3
Orlando, FL
http://www.snwusa.com

CIO|07: The Year Ahead "Issues. Ideas. Impact"
Nov. 5-7
Phoenix
http://www.cio.com/conferences

InfoWorld's SOA Executive Forum
Nov. 7-8
New York City
http://www.infoworld.com/events

APEC CEO-CIO Summit and Awards
Nov. 7-12
Hanoi
Vietnam
http://www.idg.com.vn

Network Application and Acceleration
Nov. 7 Austin, TX
Nov. 9 Washington, D.C.
http://www.networkworld.com/events

Vietnam e-Government Symposium
Nov. 9-11
Hanoi, Vietnam
http://www.idg.com.vn

IDC's Service-Oriented Architecture Forum Midwest
Nov. 16
Hyatt-Regency Chicago
Chicago
http://www.idc.com

Jana Pelikanova named managing director of IDG Czech

IDG recently announced that **Jana Pelikanova** has been named managing director of IDG Czech. The former editor-in-chief and publisher of PC World, she has served as acting managing director for seven months following the departure of the previous manager, Ivan Novotny.

Jana Pelikanova

"Jana is a veteran employee of IDG Czech, and it is always a pleasure to be able to promote from within," said IDG International Publishing Services President & CEO **David Hill**. "Her success this year at bringing the company back into profitability has certainly earned Jana the right to the full managing director title and responsibility."

Pelikanova joined IDG as an editor for Computerworld in 1991 and rose to editor-in-chief. In 1995 she moved on to Vogel Publishing as editor-in-chief of Chip Week, however, "the corporate culture of IDG was much closer to my heart," she said, and she returned in 1999 as editor-in-chief of PC World, adding the publisher title in 2002. Pelikanova has a doctorate in chemistry from Charles University in Prague.

IDG Czech has a staff of 42 and publishes Computerworld Czech Republic, Business World Czech Republic, PC World and Security.

According to Pelikanova, the company enters FY07 with a well-defined business strategy, a realistic budget and the "productivity, faith, passion and endurance of our employees." The company is among the top four IT publishers in the market and "our definite goal is to become market leader within two to three years," she said.

Pelikanova said the company is well-positioned for that, since it is the only publisher covering all IT readers from gamers to business professionals, its B2B titles are the most successful in the market, and it is the only IT publisher with intensive activity in the online business.

Write to jana_pelikanova@idg.cz. WU

Short takes

- **Apple CEO Steve Jobs** will kick off Macworld Conference & Expo 2007 with a keynote address on Jan. 9, 2007, at the San Francisco Moscone Convention Center. The event runs Jan. 8-12.
- **IDG** was named to Advertising Age's annual roundup of leading media companies (based on U.S. magazine net revenue in 2005) appearing at No. 8 in the "Top 25 Magazine Companies" listing.
- **IDG Communications President Bob Carrigan**, who also serves as chairman of the Computerworld Honors Program Chairmen's Committee, announced that Dan Warmenhoven, CEO of Network Appliance, Inc., has been appointed to the group's Chairmen's Committee. The committee, which comprises an elite group of top IT executives, recognizes IT companies that have leveraged technology for the betterment of society.

one on one the interview

Robert Farish
IDC's regional director, Russia & CIS countries, is this week's columnist. Reach him at rfarish@idc.com.

IDC Russia/CIS at-a-glance

Year IDC Russia was established 1996

Number of people employed 25 in Moscow; IDC now also has offices in Kiev, Ukraine (six people) and Almaty, Kazakhstan (two people).

Latest accomplishments In 2006 IDC organized a record number of conferences in Russia. The priority is industry-focused events and by the end of this year the company will hold three of these: a conference on IT in metallurgy, and seminars on IT in banking and insurance.

Q What is the current state of the Russian economy, and how is that affecting the local IT industry?

A The high price of oil has made a huge difference. It might be bad news for most of the world's motorists, but it's been good for the Russian IT market. Over the last four years we have seen strong economic growth and rising prices for Russia's main export commodities, especially crude oil and natural gas. Now the government has a lot more to spend on IT, and in many industries long-delayed infrastructure investments are taking place. As a result, many international companies are rapidly expanding and, with them, so is our local business. As an example: before 2000 companies like SAP, Microsoft and Oracle were remarkable in that they had visible sales of legal software in Russia in an environment of such high software piracy. Today all three companies treat Russia as a top-priority market and are banking on this country to help them drive future growth in the EMEA region. Piracy rates have fallen from the mid-90% to 83% in 2006.

And of course IDC is now a lot larger, and I have a great team to thank for helping us keep pace with all of this change.

Q How large is the Russian IT market? What, if any, are the major constraints to growth in the future?

A The Russian IT market in 2006 will be worth US$14 billion and is growing at around 20% annually. This level of spending is still less than much smaller European countries like Spain or the Netherlands, but there are no other markets in the world of this size growing so quickly. There is so much to be done here that it's easy to see sustained growth for several years to come. For example, there is still no metering of basic utilities like gas and water, and most Russians still don't have a checking account or any life insurance. Eventually this level of growth will have to level off. The key factors are going to be the future price of Russia's key exports and the country's ability to reduce its dependence on raw materials exports as source of foreign exchange.

Q What about other former Soviet countries? Is the situation as positive for them, too?

A Actually, this year was the first year that we have included all the countries that form the Commonwealth of Independent States into a single report. As a group they have experienced mixed fortunes. The three biggest — Russia, Ukraine and Kazakhstan — are our main focus, and I am bullish on the prospects for all three countries.

In time, Ukraine will clearly come under more influence from the European Union, and is already seen as a key expansion opportunity for a lot of larger European companies as the cost of business in other parts of Eastern Europe rises. Here, the IT market is now worth over $2 billion and, like Russia, is growing at more than 20% per year.

The fastest-growing IT market in the former Soviet Union is Kazakhstan. Here the high price of oil has had an even greater impact than it has in Russia, and the IT market is growing at over 30% per year. For many of our customers this represents their top priority in this region in 2007.

Q On what major areas of IT research does IDC Russia/CIS focus?

A We now have dedicated analysts responsible for systems research, imaging and hardcopy, IT services, software, telecoms, industry research and mobile phones. For us, events are also as much as a priority as research, and we currently have a four-strong local events team. Still, the bulk of our research products cover hardware markets, but in 2006 software research has been a major growth area for us.

Q During some of its recent major worldwide conferences, IDC has focused on the "BRIC" countries [Brazil, Russia, India, China] as a way to give clients insight on globalization. Why?

A I think IDC's focus in the BRIC countries is strategically very important. Our customers are increasingly grouping big developing markets together when they are developing strategies, and these projects cut across the established regional division of their worldwide businesses. As a company, we have to keep pace with this development. For me, personally, it's also been very interesting to share approaches and experiences with colleagues from the other three countries.

Q In a column you wrote in 2002, you said that the biggest single inhibitor to IDC Russia's business prior to 2000 was that most Russian companies did not understand the value of IDC's products, but those attitudes were beginning to change. What is the situation now?

A We now we have a lot more business and a lot more Russian customers. Today the biggest challenge is keeping pace with the changes that are tak-

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IDG Netherlands blog

continued from page 1

the following topics:

- agile software development
- the Internet and privacy
- electronic payments
- the increase of women in online gaming
- the introduction of ZOOM.nl workshops
- the rise of mobile devices
- IDG's company getaway (this year a car rally done in conjunction with an event company)
- Flickr Geotagging

"By giving everyone the chance to blog, we try to stimulate our staff to become active in the blogosphere, which we believe is a platform that's here to stay," said Managing Director **Raimon Gort**.

The posts are targeted to audiences such as ad agencies, vendors, competitors, customers and readers. The blog is monitored by the entire staff, and if any postings or comments are considered inappropriate, they will be removed, though that has not happened yet. "The guidelines are quite clear, and all new bloggers tend to talk to their managers if they think a post might not be appropriate," Gort said.

Gort said while the blog hasn't generated substantial traffic — which was never a goal of the project — the PR value is "so much bigger. For our blog, we are not looking for huge numbers of visitors, but for the right visitors. We've heard more and more frequently now that people bring up the IDG blog at meetings — most of those people work at ad agencies or are marcomm specialists for vendors. We are looking for eyeballs in the target audience, not just any eyeball!"

Recently, IDG Netherlands Marketing Director Rob Koghee posted a question asking whether IDG should actively get involved in acquiring VNU properties, and if so, which ones. The question spawned a flurry of responses.

IDG Netherlands isn't doing much promotion of the site, other than mentioning it periodically in editorial pieces, Bloglines and the company's e-mail boilerplate. Soon it will add the blog to the publication summary that is listed on all its Web sites, a tactic that is expected to boost visibility. "We know that a number of media publications and media blogs — and probably the competition — are keeping an eye on the blog, but significant reader/advertiser feedback hasn't happened yet," said Sales/Business Development Manager **Rick van Dijk**, one of the site's more frequent contributors.

Van Dijk writes about media developments such as changing business models for ad sales (e.g., potentially selling ad space through eBay) and intrusive advertising. He sees the blog as a way to inform, ask questions and trigger conversations and discussions.

"It's an excellent platform to keep everyone who is interested in IDG involved with what is going on with the company and the people that work here — not just on a factual level, but in terms of what makes this organization tick" van Dijk said. "It's a great way to show how IDG is not only a high-quality publisher but also a bunch of enthusiastic people with ideas who work hard to realize that high quality."

Van Dijk said that while the blog is not the place to discuss confidential company issues or speak ill of customers, essentially "anything goes." Recently, IDG Netherlands Marketing Director **Rob Koghee** posted a question asking whether IDG should get involved in acquiring VNU properties, and if so, which ones. The question spawned a flurry of responses, mainly from IDG NL employees, though due to the sensitive nature of the topic, most people replied to him by e-mail. However, "it sure got the discussion started," van Dijk said.

Business Development Manager **Jeroen Jonker Roelants**, another frequent blogger, said the site is also a good way for IDG Netherlands employees to keep up with one another and various projects. For an external audience, in terms of whether or not a post might not be well-received, Roelants said, "I always keep that in mind while writing my posts, but in the end posting on the IDG blog is a personal matter, i.e., 'opinions posted on the blog are not necessarily the IDG corporate opinion.'" Nonetheless, he added, "I won't insult our largest advertisers on the blog!"

Overall, public reaction so far has been very positive "Readers think having a blog is an advanced step for us, and it displays the people behind our brands," Jonker Roelants said. "It's like opening our doors to the public. People I meet like that a lot, because a lot of other companies don't do that. In a way, it makes the company slightly more vulnerable, although in the end, I think it makes the company's public image stronger."

Write to rgort@idg.nl, rvandijk@idg.nl or jjonkerroelants@idg.nl.

Tips for getting started with a corporate blog

IDG Netherlands' **Jeroen Jonker Roelants** and **Rick van Dijk** offered a few tips to business units thinking of starting a corporate blog.

- Avoid making it a 'press release' Web site either in style or content. Be creative and informal.

- Find people from various disciplines in your organization to kick-start the blog. Not only will this result in a nice initial fill of content, but it will also help other colleagues to overcome possible stage fright.

- Include photos of everyone who posts; it helps reinforce that you're not just a faceless organization.

- Don't be afraid to show a little of yourself in public, as long as it's in a way that's supporting the business.

- Just do it! The software behind the blog is easily accessible and not too expensive.

IDG

October 9, 2006

Program Coordinator (CXO)

The Program Coordinator will provide implementation support to a dedicated service team within the CIO Executive Council. Following the identification of recommended Council deliverables, the Program Coordinator will ensure that the deliverables are completed, and track member satisfaction. Primary task is the scheduling of consultations between members, including pre call confirmation of agenda and post call evaluation and follow-up. Additional responsibilities include member communications such as even registration or to solicit content contributions, and various member service functions including web site login, research and match identification, organizational updates, and coordination with member's administrative assistants. Database responsibilities include tracking of member participation in various programs, post event data entry, documentation and write up of event content. This position offers potential career growth in Program Services member relationship management and service delivery, working directly with executive level members to gather profile data and identify interests and challenges for delivery of advisory services. Requirements include: two plus years of business/customer service experience, strong written and verbal communication skills, ability to effectively communicate with executives, ability to track and process multiple tasks, persistence and creativity to achieve scheduling goals. Excel and data entry experience is essential. Familiarity with corporate technology landscape and information technology industry is desirable. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Associate (CXO)

CXO Media is looking for a high energy individual to provide hands on sales support to our CIO Magazine and Events sales team. Based in Framingham, MA, this individual will support two Regional Sales Managers. Responsibilities include: direct customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings, collection of insertion orders and event sponsorship closings. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have prior sales support experience, a customer service orientation, strong follow-up and writing skills. Must be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 2-3 years business experience. Strong opportunity for advancement within sales organization.
Location: Framingham, MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Web System Engineer (CXO)

We are looking for a highly motivated and enthusiastic Web System Engineer to work with the Online Publishing Group (Computerworld.com, CIO.com and CSOOnline.com). This individual will be responsible for establishing processes and procedures and maintaining all configurable items across the entire online application environment. Reporting to the Online CTO, the Web System Engineer will bring prior success maintaining configuration control of large, complex web applications. He/she will establish a set of best practices and help lead a transition to a highly automated build and stable environment. This individual will be responsible for: Tier 3 troubleshooting of UNIX server operating systems, hardware, and supported services and applications, routine systems monitoring and admin, adjustments and upgrades to UNIX servers, producing and maintaining system documentation, diagnosing and performance tuning systems, maintaining and implementing OS upgrades and security patches, monitoring tools to maintain real time and historical reporting, supporting Backup and Recovery and Disaster Preparedness, complying with defined change control process, evaluating, recommending, and/or implementing new technologies. This position requires a strong leader with an incredible orientation to detail and a willingness to roll up their sleeves and get the job done. In addition to building a world class environment, this individual will be a key player in supporting web apps dev and release management processes across the team. He/she will have experience with the latest SCM and management tools. The successful candidate MUST possess: 3+ years experience in software engineering; Bachelors degree in CS or IT, 2+ years script writing (Perl, Bash, UNIX Shell Scripting, Windows Scripting, etc.); Experience with Linux and Windows, UNIX and NT sys admin; CVS or other source code control management tool; Apache, HTTP, Java, experience with software installer programs; understanding of relational databases and SQL. The position requires a results-oriented individual with a proven track record for producing work estimates and schedules that are met consistently. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Web System Administrator (CXO)

CXO Media is looking for a highly motivated and enthusiastic Web System Administrator to work with the Online Publishing Group to use the CMS, search and other technologies in a productive and effective manner. The Web System Administrator will be responsible for support of the various packages and internally developed technologies we use for the Web sites (Computerworld.com, CIO.com and CSOOnline.com). This includes keeping the software upgraded to the latest version and keeping the packages running well. This position will be involved in supporting the internally developed tools and add-ons that interface with these packages. This individual will support the web, editorial and sales teams in using the systems, including training and helpdesk response, plan, direct, test and implement upgrades to the package software, assist with operating system changes, server upgrades, and other infrastructure upgrades. The Web System Administrator will communicate and work with other departments to ensure full understanding of end user and business needs and keep management apprised of progress and changes. Results-orient professional with excellent communication, trouble shooting and problem solving skills and experience in the following technologies is desired: Interwoven, iPhrase, Metatagger, Java, Struts, Hibernate, JSP, dHTML, XML, JavaScript, Perl, Windows 2003, Windows 2000, Solaris 9, Solaris 10, Linux, VMWare, Oracle, Microsoft SQL Server, Clustering, Load Balancing, Apache, Resin, ANT, CVS, Junit, Eclipse.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Engagement Manager, GMS (IDC)

IDC's Go-to-Market Services team is looking for an energetic, creative individual with strong project management experience and discipline to join our rapidly growing team. Responsibilities include: Contribute to the delivery of projects under the direction of the GMS Director; Manage customer engagements; Provide pre- and post- sales support to customer sales team; Manage document/PowerPoint design/formatting, and proofreading; Manage select on-line GMS offerings and events; Help identify additional partners who will increase GMS competitive offerings to customers; Travel required as needed to see customers, prospects, partners etc. The successful candidate will have 5+ years of experience as a project manager in one or more of the following areas: marketing programs (web experience preferred), custom publishing, audience development, web content creation/delivery, event marketing and or management. He/she enjoys a fast-paced, innovative and creative environment within a globally known and respected organization and managing virtual teams including clients and partners to deliver client programs on time and of the highest quality. Specific skills required include: project management with demonstrated success at keeping track of many details, document/PowerPoint design/layout and/or editing skills a plus, successful selling experience or experience supporting sales teams. Demonstrated client service excellence and experience/understanding of audience and needs of marketing professionals within high tech marketing organizations. BS required, MBA or equivalent beneficial. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive, Enterprise Sector East (IDC)

IDC's East Coast Sector Accounts team is seeking a Senior Account Executive who will focus on selling IDC's research products to prospects and existing accounts. This position will report to the VP Sector, East Coast. The Sr. Account Executive will be responsible for generating revenue in both renewal and new sales of syndicated services, custom publishing solutions, and market strategy consulting solutions to Sector vendor prospects and existing accounts in the Eastern Region. As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. This is a quota-carrying position. Requirements for the position include 5-7 years of sales experience, along with strong written, analytical, and verbal communication skills. Strong telephone cold calling experience preferred. Prior experience selling an intangible product or service is a plus. The ideal candidate will have demonstrated experience developing existing accounts and developing high-level relationships. Additionally, this person will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. This position requires strong time management and organization skills. Prior market research industry sales experience is helpful, but not required. This position is based out of IDC's Framingham office and will require approximately 20-25%% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Director, Consumer Packaged Goods Industry (IDC)

Manufacturing Insights is seeking a program director to lead the Demand Management Strategies product family. The program director will have responsibility for Demand Management, the Chemical and Consumer Package Goods industry, and emerging trends in the use of Radio Frequency Identification (RFID). He/she will be responsible for coordinating the research agenda with other Manufacturing Insight analysts as well as other Analysts throughout IDC. The individual must have strong project management experience as well strong writing and presentation skills. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand and supply side of technology markets. The program director will oversee a number of research programs. In overseeing these programs, the director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The director will be responsible for developing and maintaining business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by a multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The desired individual will have an undergraduate degree with 5+ years working experience in Demand Management. Experience in the Consumer Package Goods or Chemical industry and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: Ability to design and implement new processes; Strong project management skills with a constant eye on detail; Ability to provide actionable advice to executive level management; Strong collaboration skills; Strong presentation skills; Strong modeling skills; Strong business development skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

CEO (WEC)

The CEO will have full profit and loss responsibility for IDG World Expo Corporation. In addition to overseeing a team that manages WEC's existing events, the CEO will be focused on driving new events to accelerate the company's future growth, with particular emphasis on launching new expositions. As the primary spokesperson and top business development executive at the company, the candidate for this position must possess strong negotiation and sales skills with a proven track record of delivering superior revenue and profit results. In addition to strong communication and leadership skills, the candidate must demonstrate significant capabilities in the areas of finance and operations. Knowledge of the key IT vendors, their executives and the factors that create market opportunity for "selling events" whether in large expositions, executive conferences, or web-based selling environments is critical. The CEO will report directly to the President of IDG Communications US.
Location: Framingham, MA
Contact: P. Sheer, Fax: 508-935-4600, Phone: 508-935-4791, Email: piper_sheer@idg.com

IT Forum media matters

The European IT Forum had 26 media partners from across Europe, an increase of six from the previous year, including 14 IDG publications, eight of which were CIO publications. IDG offices and partner companies in Austria, Finland, Greece, Ireland, the Netherlands, Romania, South Africa, Spain, Switzerland, Turkey and the U.S. also provided promotional support through free advertising, articles, newsletter and Web space.

For the first time, a Forum preview appeared in 10 European IT magazines, eight of which were media partners. The preview was based on an article by Gens on the main focus of the Forum — the central role of technology in relation to innovation as a strategic lever for business evolution and growth — and positioned the Forum as the most relevant European event focused on analyzing the IT market and economic trends. Among those running the preview were Computerworld Italy, Germany's Computerwoche, CW Finland, CW Spain, CW Bulgaria and CW Poland.

The Forum drew 66 journalists from business magazines, TV networks and IT press representatives and 108 interviews, including 54 one-on-one sessions with IDC analysts, keynote speakers and sponsor representatives during the event. There was also a one-hour Q&A round table for the press hosted by IDC SVP/Research **Frank Gens**, **Crawford Del Prete**, SVP, Hardware and Communications, IDC U.S.; **Martin Canning**, group VP, IDC EMEA; and **Luisa Bordoni**, Group VP, Vertical Markets Research, IDC Italy, along with top executives from sponsor companies.

IDC European IT Forum

continued from page 1

Oxford University. "Many organizations have reduced strategic planning to an annual weekend retreat. This is hardly an environment in which to detect emerging trends."

Chris Anderson, author of "The Long Tail: Why the Future of Business is Selling Less of More," focused on new business models that show the best way to take advantage of the shifts in culture and economy. His theory is that the mass market is turning into a mass of niches. The ability to reach niche markets represents a big opportunity for growth, and technology plays a key role in this process. "As the costs of production and distribution fall, especially online, there is now less need to lump products and consumers into one-size-fits-all containers," Anderson said. "In an era without the constraints of physical shelf space and other bottlenecks of distribution, narrowly targeted goods and services can be as economically attractive as mainstream fare."

IDC Chief Research Officer **John Gantz** chaired a panel on a dilemma CIOs currently face: emerging technologies can benefit the enterprise, but how open should the enterprise be to internal development and use of those technologies, when the relevancy of those technologies to the company's bottom line or services is sometimes unclear?

The common discussion theme of the panel, which included **Dan Yachin** and **Gilad Nass**, research directors of IDC's EMEA Emerging Technologies, was that innovation must be nurtured, as technology-savvy employees bring in the new tools and usage models after experiencing them at home, and the CIO must find a way to leverage these employees' knowledge and passion to the benefit of the organization.

"While CIOs are working to get IT organizations closer to business executives and strategies, this is also an extremely important time for them to keep up with the growing flood of new technologies coming from the Web 2.0 community," said IDC SVP/Research **Frank Gens**, another IT Forum keynote speaker. "CIOs need their own R&D capability to keep up with how these technologies are being put to use in innovative ways for businesses, not just consumers."

The European IT Forum 2006 had 10 leading IT companies as sponsors, including AMD, Hewlett-Packard, Intel, SAP, 3Com, AT&T, Hitachi, Siemens, Xerox Global Services and Aldon, all of which promoted the event to their clients and had high-level representatives speaking at the Forum. Eight end-user associations also marketed the Forum to their members.

*IDG Chairman **Pat McGovern** (left) presents IDC EMEA President **Roberto Masiero** (center) with a gift in honor of the successful completion of the 16th edition of IDC's flagship European event. On the right, IDC President & CEO **Kirk Campbell**.*

In the Forum's Research Pavilion, 180 one-on-one sessions took place between IDC analysts, attendees, sponsor and and media representatives. Analysts offered their advice on IT strategy, trends and growth or their views on a customer's specific IT projects in areas such as software, vertical markets, emerging markets and services.

The primary objective of the Research Pavilion is to provide added-value to Forum attendees and partners and maximize press coverage of the event.

For the second year, the Forum's EMEA Award for ICT Innovation and Business Transformation was presented by members of an expert committee formed by senior IDC and IDG executives. The committee nominated projects carried out or implemented in an organization outside the IT industry in the EMEA market that has substantially improved its competitive advantage and business results by applying IT to product and/or process innovation. This year the awards went to Portugal's Grupo Mota-Engil, for its use of wireless technology to reduce costs and improve efficiency in the construction, engineering, and transportation sector; BIOMET Europe, which produces hip and knee replacements, for its investment in RFID technology; and London's Westminster City Council for its Wireless City project.

Go to http://www.idc.com/emea/itforum06 or contact IDC Conference Group Sr. Marketing Communication Specialist Claudia Corradi at ccorradi@idc.com.

noteworthy people

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Promotions

Heath

IDC U.K. Senior Marketing Specialist, EMEA **Mathew Heath** has been promoted to EMEA marketing manager. "During his nine-and-a-half years with IDC, Mathew has shown drive and commitment, taken on greater responsibilities by managing the fact sheet process and made a difference to the EMEA Marketing function," said EMEA Marketing Director **Alexia O'Sullivan**."Sales, analysts, vendors and the press rely on Mathew to deliver. He has shown that he can manage effectively when resources are limited. Respected by his peers, he recently made a significant contribution to one of the SAT sub-committees and launched the highly successful CompetitorWatch, earning him a marketing award.

mheath@idc.com

IDG WORLD UPDATE

Wagner

InfoWorld Deputy Managing Editor **Alec Wagner** has been promoted to managing editor. "Immediately after the departure of [former managing editor] Kathy Badertscher, Alec stepped forward to take on a slew of new duties — managerial, budgetary, administrative and editorial — while continuing to run the copy department and keep the content flowing and the trains running on time," said Editor-in-chief **Steve Fox**. "In the last several months, he has jumped into heady cross-departmental workflow issues, helping to develop new procedures in light of decreased staffing in both copy and art, all the while making sure work quality stayed high. Though originally focused on print, Alec has embraced online and has been instrumental in integrating print and online workflow. In his new capacity, Alec will get his hands into virtually every facet of the editorial process, from early stage planning through final publication. I feel confident that Alec will pull this off while keeping all of us in stitches with his quick wit, positive attitude and groan-inducing puns."

alec_wagner@infoworld.com

IDG WORLD UPDATE

Barbante

InfoWorld Senior Art Director **Ben Barbante** is now creative director. "Ben continues to amaze us with his talent, leadership and just plain roll-up-his-sleeves hard work," Editor-in-chief Steve Fox . "He has been leading the art department for well over a year now, and his new title is long-overdue recognition of a job well done. From the award-winning covers to the online illustrations to extraneous projects done for marketing and ad sales, his department has risen to every challenge. Ben has a strong editorial sensibility and is particularly talented at conceptualizing, creating and assigning appealing, visual interpretations of complex tech concepts. In his non-work hours, Ben is an Iron Man triathlete. He's also InfoWorld's Iron Man triathlete: 16-plus years of design, illustration, and management excellence. We're all hoping for at least 16 more."

ben_barbante@infoworld.com

New employees

IDG Hungary welcomes Office Manager **Agnes Regos**, who most recently worked at a business magazine published by Lépéselony Média Ltd. in a variety of editorial, sales and marketing functions. She studied public relations and is a certified primary school teacher. Agnes enjoys sports, hiking and, as an occasional painter, the arts.

aregos@idg.hu

Mohammad Saif is IDC Asia/Pacific's new Singapore-based senior market analyst. He previously worked as a regional manager for SMART Modular Technologies and holds an M.B.A. in marketing from the Institute for Integrated Learning in Management in New Delhi. He enjoys spending time with his wife and 3-year-old daughter, maintaining his home aquarium and sharpening the equestrian skills he picked up at the Army equestrian school in Delhi. *msaif@idc.com*

Manners

After freelancing for PC World for six years while running his own consulting business, **Chris Manners** joins the staff full time as a media specialist. He has also worked for Xpedior as team leader for an interactive media project, wrote about video and designed multi-channel content packages for CMP and was the voice of the character 'Dash' on TechTV. He holds a B.S. in economics from London's University College and enjoys surfing.

chris_manners@pcworld.com

CXO Media has hired **Hayley Nickerson** as an online sales service coordinator; she was previously an event coordinator with Medical Records Institute. She is currently completing a bachelor's degree in nursing at Boston's Simmons College and enjoys camping, skiing and travel.

hnickerson@cxo.com

IDC California has hired **Bill Davis** as an account executive with its Industry Majors group, which handles clients that fall between Enterprise- and Sector-size accounts. He was previously business development manager with The Betty Mills Co. and holds a B.S. in marketing from San Diego State University. He enjoys tennis, golf and travel and was recently married on Maui.

bdavis@idc.com

Also new with IDC California's Industry Majors group is Sales Representative **Paul Foisy**. He was previously a direct-sales representative with U3it Consulting, Inc. A recent college graduate, he earned a B.S. in business management from Northern Illinois University in DeKalb, Ill. Away from the office he enjoys reading, cooking and camping with friends.

pfoisy@idc.com

Returning employees

Laberis

After a 10-year-plus hiatus during which he ran his own custom-content business, former Computerworld Editor-in-chief and VP of Editorial **Bill Laberis** returns to the Framingham, Mass.-based company as VP of custom content strategies. He will be working with various CW clients to develop integrated custom content programs that CW will create, deploy and manage across its content delivery capabilities, such as print, online, webcasts and events. He holds a B.A. in economics from Columbia University in New York and attended graduate school at the University of Rhode Island for one year on a teaching assistantship. He enjoys golf, tennis, salt-water fishing and is proud of having "made it successfully to empty-nesthood along with my wife of 26 years."

bill_laberis@computerworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Frank Gens *IDC*

17

Javier Rodriguez *IDG Spain*
Marco Tennyson *Nuov@Periodici Italia*

14

Uli Diehlmann *PC World*

12

William Manning *IDC*

11

Gerda Tausch *IDG Germany*
Nathalie Boisson *IDG France*
Dorota Fatyga *IDG Poland*

10

Ray Boggs *IDC*

9

Esther Ng *IDC Hong Kong*
Maritha Norlin *IDG Sweden*

8

Lars Vestergaard *IDC U.K.*
Kevin Dunne *IDC*
Stephanie Boidin Dupire *IDG France*

7

Jan Zhang *IDG China*
Louiza Pells *IDC U.K.*
Tracy Floyd *IDC*
Patrick Hill *IDC*
Nancy Wyatt *IDC*
Iris Haug *IDG Germany*
Sabrina Tateau *IDC France*
Jo Nicol *IDG Global Solutions EMEA*

6

Maria Jose de Cadiz *IDG Spain*
Mikael Lindkvist *IDG Sweden*
Alexandra Heymowska *IDG Sweden*
Andrzej Gontarz *IDG Poland*
Bas Roestenberg *IDG Netherlands*
Mike Hyjek *IDC Canada*

5

Barbara Fassiadou *IDG Germany*
Sabine Schlund *IDG Germany*
Anders Berglund *IDG Sweden*
Malin Lennen *IDG Sweden*

4

Bill Zhang *IDG China*
Eric Haruki *IDC*
Mirza Baig *IT World Canada*

3

Cathy Cheng *IDG China*
Federico Amprimo *IDC Latin America*
Josef Huber *IDG Germany*
Viktor Gofeisen *IDG Germany*
Maire Kushner *IDC Canada*

2

Kristen McGillivray *IDC*
Márcia Regis *IDC Brazil*
Robert Parker *IDC*
Roslyn Baguley *IDC Australia*
Sarah Santos *IDG*
Daniel Gallagher *Network World*
Jill Martay *InfoWorld*
Gayle Stokes *IDC Canada*
Brad Dillon *IDC Canada*

1

Kate Price-Thomas *IDG U.K.*
Tim Dodd *IDG Global Solutions EMEA*
Neil Michael *IDG Global Solutions EMEA*
Nick Sundby *IDC U.K.*
Michele Zwolinski *IDC U.K.*
Eric Newmark *IDC*
Jan Dec *IDC*
Sharon Hsueh *IDC Taiwan*
Anne Rechain *IDG Spain*
Chrystie Terry *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

Continued from page 3

ing place in the economy. As the cost of doing business in Moscow is rising so quickly we have to make sure that we are focused on profitable products. Also as the demands of our customers are becoming more sophisticated, so we are also having to rely more and more on expertise in other parts of IDC. This certainly makes for very interesting work.

***Q* The mobile services market in Russia has been experiencing fast-track growth. Is there still room for expansion?**

A The Russian mobile services market is now very close to saturation. Mobile networks now exist in any place where it has been practical to roll them out, and none of the big three national networks are planning on major growth through the addition of new first-time subscribers. How the operators adjust to this changed market situation will provide an interesting example for IT hardware suppliers when the market here finally begins to slow down. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

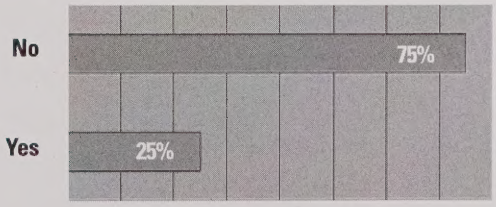
Sign up for IDG Central headlines

If you have not been receiving a weekly "New on IDG Central" e-mail with links to the latest updates on IDG's intranet, IDG Central, you are not yet listed in the online IDG Directory, which is just one of the resources on IDG Central.

To be included, send your name, title, business unit and direct-dial telephone (optional) to idgdirectory@idg.com.

Question of the Week for Oct. 2

Do you agree with the decision by a German opera house to cancel a production due to concerns about a possible violent response from Islamic radicals?



Log on to http://www.idgcentral.com to vote on this week's question: If your business unit started a company-wide public blog, would you contribute?

celebrating 10!

Name
Sara Culley

Home
Scotts Valley, Calif.

Joined IDG
October 1995, as District Manager for Macworld.

Current title
As an Account Director for Computerworld, I am responsible for selling and managing advertising across print, online, and events to Northern California companies in the enterprise market.

Best part of your job
I really enjoy meeting and getting to know the smart, interesting people in our marketplace. My favorite moments at work are spent learning who people are and what makes them tick.

What's kept you at IDG for 10 years?
The great people I work with and the fine reputation of the company and the brands.

Interests outside the office
I like to camp, ski, mountain bike, go to the beach, and play with horses with my daughter.

Family
My husband Lyndon and I have a daughter, Ruby, 9.

Most rewarding thing you've ever done
Other than raising my daughter, it would be completing and publishing my master's thesis on low-frequency wave dynamics using all kinds of complex math and physics I do not understand anymore!

Of what accomplishment at work are you most proud?
The strong customer relationships I have built.

Five people — living or dead — you'd invite to dinner?
Jane Fonda, Tina Turner, Jacques Cousteau, Meriwether Lewis and my deceased uncle Eugene Vallely, who was a phenomenal artist and a hysterically funny guy who died in his prime in the early years of the AIDS epidemic.

What is the last good deed you did?
Found and chased down my neighbor's dogs when they escaped one day, since she is old and can't walk well. She was terrified that they would get hit by a car or get lost. They are her babies.

Most difficult decision you've ever had to make?
Selling my ranch in Colorado to buy a small house in California.

First job
Worked as a physical oceanographer on a project contracted by the Navy to develop new, secret tracking mechanisms for submarines.

Computerworld's ***Sara Culley*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner at the San Francisco Ritz-Carlton honoring her 10 years of service to IDG.*

Fantasy job
Running my own horse stable/training facility.

Most prized possession
A Zuni Indian wedding blanket given to my father in 1965 by a member of the Navajo tribe for recruiting young men from the reservation to go to college.

Favorite celebrity encounter
I sat next to David Bowie at dinner once, and he just smoked the whole time and ate nothing.

What others can't tell just by looking at me
I was raised by hillbilly parents so I wash out tin foil and baggies and use them over and over until they fall apart.

Your idea of a perfect day alone?
Long walk along the beach with my dog or a horse, reading, getting a massage and a facial, and watching a movie at home with ice cream.

If you won the lottery tomorrow, you would
Take my favorite people on a long vacation somewhere tropical, buy a ranch and create a foundation to support conservation efforts for the world's oceans.

Retirement dreams?
Travel, manage my ranch and help with my daughter's kids one day.

Manager's profile
"Sara brings an interesting and unique background to her role at Computerworld. That perspective enables her to build solid relationships quickly and establish a strategic dialogue with her clients. She is a great asset to our team and an asset to her clients."
— *Matt Sweeney, CEO, Computerworld*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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DEMOfall '06 sees blending of consumer, enterprise products

In just two short years, Network World Events and Executive Forums has transformed its moderate-size DEMOmobile event into a full-scale DEMO on par with its flagship DEMO conference held every February. "Innovation happens all year long," said **Neal Silverman**, executive VP of Network World Events and Executive Forums. "DEMOfall gives our audience of top venture investors, corporate acquirers and industry press a second chance each year to see new technologies unveiled."

Olivier Mevel, founder of the Paris-based Violet, with his firm's 9-inch-tall Wi-Fi-capable Nabaztag Smart Rabbits. The rabbits can read aloud text messages and the newspaper, play MP3 files, provide the weather and use display lights to let users know if the stock market is up or down. Violet says, "They do all the things you never thought of doing with a rabbit."

Attendees of the DEMOfall '06 Conference found consumer and enterprise technologies blending. As DEMO Executive Producer Chris Shipley noted in her keynote speech, "If you look closely at this class of DEMO products, you will see great exploration in the consumer marketplace and a remarkable transformation in the enterprise work place. Enterprise software is rapidly taking on the characteristics of consumer software. This shift is both empowering to those responsible for driving business and liberating to an emerging 'new IT' role."

Shipley sifted through more than 300 companies' products to arrive at the 67 that were asked to demonstrate at the sold-out three-day event in San Diego last month. Her selection criteria include the following:

- The product must be making its North American public debut at DEMO.
- It must make a significant contribution to the state of the art in its target market.
- It should change the dynamics of that market.

continued on page 4

New on IDG Central

Check out IDG Communications President **Bob Carrigan**'s address at last month's Magazine Publishers of America meeting in New York. Carrigan's talk was entitled: "The Transition from Print to Online Is Over: Reaching the Revenue Tipping Point."

Inside this issue

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CW Denmark marks 25 years *page 2*

One on one: IDC Canada's Vito Mabrucco *page 3*

IDG Romania connects with Microsoft for fast-growing microsite *page 5*

Celebrating 10: PC World's Steven Gray *page 8*

IDG World Expo debuts SaaScon, announces expansion

At a time when many event companies are hesitant to launch new conferences or shows, IDG World Expo recognized the potential of the software as a service (SaaS) industry and began working on a conference in April. A mere five months later in San Francisco, the two-day SaaScon drew 450 attendees and 30 participating companies, among them major sponsors such as IBM, Microsoft, Intel, Sun Microsystems, WebEx and BusinessObjects. In addition, World Expo announced a collaboration with the Software & Information Industry Association (SIIA) to produce a larger, more expo-oriented SaaScon scheduled for April 17-18, 2007, at the Santa Clara (Calif.) Convention Center.

SaaScon

The Business to Business event for Software as a Service

"We found SaaS a phenomenon we couldn't pass up," said VP/Conference Brands **Patty Caron**. SaaS refers to a model of software delivery whereby customers access applications remotely via the Web, and the software company provides maintenance, daily technical operation and support for the software. A recent IDC SaaS study predicts worldwide spending on SaaS will reach $10.7 billion by 2009.

This year's SaaScon was designed for end-user business and technical professionals who wanted to learn about the latest offerings from software providers and how they can incorporate SaaS offerings into their business environments. There was also a small component for independent software vendors who are learning how to change their business model and supply software differently.

Opening keynote speaker Timothy Chou, formerly head of Oracle's on-demand services and author of "The End of Software," spoke about changes in the software world and why services will increasingly be delivered via networks. Network World President & Editorial Director **John Gallant**, who served on SaaScon's advisory board along with IDC

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2007 IDG Photo Calendar winners selelcted

*First prize: Denali Wonder Lake by CXO Media's **Rick Pastore**.*

A record number of IDG employees – more than 450 – logged onto IDG Central Sept. 25-Oct. 6 and cast votes for their favorite photos in the 2007 IDG Photo Calendar Contest.

The top three vote-getters this year were "Denali Wonder Lake" by **Rick Pastore**, CXO Media (first place, $300), "Orange" by **Jenny Lv**, IDG China (second place, $200) and "Jellyfish" by **Ben Veechai**, PC World (third place, $150).

The other winners whose photos will also appear in the calendar were:

Karen Ren, IDG China
Bui Le Duy,
PC World Vietnam
Mike Friend, IDC U.K.
Omar Shihab, IDC MEA
Gary Beach, CXO Media
Kevin Robock, IDC
Thomas Heim, IDC
Barry Rubenstein, IDC
Dave Marks, IDC Canada

Calendars will be distributed to all employees worldwide in December. For those who can't wait to view the winning photos, got to http://www.idgcentral.com

Thanks to everyone who participated in this year's contest!

Online technical staff convene for knowledge sharing

A group of 15 IDG employees involved with the technical aspects of online development projects at a variety of business units met in Munich, Germany last month to share ideas and outline additional ways for them to learn from each other. The two-day gathering was the result of plans first explored at the IDG European Online Meeting last April.

Hosted by IDG Germany, with the agenda developed by all participating webmasters on the IDG Wiki (http://idgokc.jot.com/WikiHome/webmaster), the meeting featured workshops on Web 2.0 and emerging technologies, taxonomy, user and subscription management, search engine optimization (SEO), CMS case histories, organizing software maintenance and workflow systems. Outside speakers represented Doubleclick (ad serving), Seekport (site search) and nbsp (content management systems).

Each webmaster provided a brief overview of his company's Web sites and the platforms, tools and processes used for hosting, development and maintenance. Represented at the meeting were IDG offices and affiliates in the Czech Republic, Germany, Hungary, Italy, the Netherlands, Switzerland, U.K., Finland and, from the U.S., IDG International Publishing Services in Boston. While the majority of this meeting's attendees were from Europe, participation in the wiki and in IDG Webmaster meetings is open to technical staff from any business unit worldwide.

"In the workshops it was clear that we are all dealing with the same issues, just on different scales and with different priorities," said IDG Germany Web Producer **Christophe Urra**. "Each of us is dealing with topics like Ajax [a Web development technique for creating interactive Web applications], SEO and taxonomies, although the approaches vary. Taxonomies, for instance, are in some cases used exclusively for internal purposes and in others also for user navigation."

In addition to the SEO presentation from Seekport, IDG Global Solutions' Search Engine Optimization Manager **Mark Lewis** also spoke on the topic and participants discussed how IDG as a group has the potential to significantly improve each other's Google rankings. Lewis will prepare a technical and an editorial brochure for distribution to IDG units worldwide suggesting possible optimization paths.

Shortly after the meeting, IDG U.K Online Development Manager **Dan Sullivan** began an e-mail list for technical staff around Europe to facilitate the sharing of technical advice and best-practice approaches. Seventeen people are already participating and can post questions to a central e-mail address, and the questions and responses are distributed as e-mails to the participants. The group is currently discussing different ways of tracking and measuring newsletter ads.

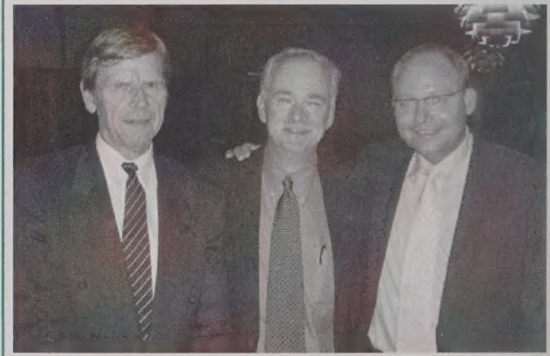
*IDG Germany Web Producer **Christophe Urra** has played a key role in facilitating communication among business units' technical staffs.*

Urra will soon send out a questionnaire to all participants collecting information about Web sites, platforms, ad serving, programming languages, technologies and search engines, all of which will be included on the Webmasters' section of the wiki. "A central list of technologies, platforms and services aims to promote a more collaborative approach to online solutions," he said.

The participants agreed to meet every six months, and **Roberto Molari**, the webmaster from IDG's Italian publishing partner, Nuov@Periodici, will organize the next meeting in March or April in Milan. He can be reached at roberto_molari@nuovaperiodici.it.

Meeting presentations are in the Webmaster section of the IDG Wiki. For access to the wiki, write to julie_lynch@computerworld.com; for access to the Webmaster community or for more meeting details, contact Christophe Urra at curra@idgcom.de.

Computerworld Denmark celebrates 25 years



*Computerworld Denmark celebrated its 25th anniversary with a party for 120 employees and significant others. Among the attendees were (l-r) Retired IDG Denmark Managing Director Preben Engell, IDG International Publishing Services President & CEO **David Hill** and current Managing Director **Søren Queitsch**. The IDGees, a singing group of former employees, entertained to rave reviews. See this article on IDG Central for more on the celebration and CW Denmark's market-leading status.*

the interview

one on one

Vito Mabrucco
The managing director of IDC Canada is this week's columnist. His 24-year career includes technical, finance, strategy, sales and marketing roles with companies such as IBM, Tandem, Compaq, Dell and Cisco. He joined IDC Canada in 2001 and managed research for three years before spending a year as VP/Marketing at Cisco Canada. He rejoined IDC in his current role last year. Reach him at vmabrucco@idc.com.

IDC Canada at-a-glance

Established 1984

Location Toronto

Number of employees 64

Web site http://www.idc.ca

2006 accomplishments
This was a turnaround year of sorts for IDC Canada. A new senior management team was put in place at the start of the year. As an organization we focused on building a strong base for growth, while at the same time delivering on our profit commitment. We added 10% more people to the workforce, and we over-delivered on our profit commitment, which was a target increase of over 100% from the previous year.

Q Please provide a snapshot view of the IT market in Canada.

A The Canadian information and communications (ICT) market is a vibrant and growing marketplace. Canada is the eighth-largest ICT market in the world and has been at the forefront of implementing technology to drive improved results for both private and public-sector organizations. The consumer markets are also very advanced, with the high penetration of cell phones, increased wireless and mobility usage patterns, high PC penetration and continual increase in entertainment and gaming devices being sold. The combined value of the annual ICT market in Canada is $75B CDN (US$66B) in 2006 and is expected to grow to $87B CDN ($77B) in 2010. That is a growth rate of 4%, and an increase of over $2B ($1.7B) per year in total ICT spending. Over the next five years, over $400B ($352B) will be spent on ICT in Canada. Canada has also produced some excellent global market leaders in their field including companies such as Cognos, OpenText, ATI, Research In Motion, Nortel, CGI and numerous other smaller organizations with global presence.

Q What is IDC Canada's status among market research firms operating in Canada?

A IDC Canada has over the years built a strong local presence in the Canadian marketplace; we now number more than 60 employees. Having a strong local Canadian presence, along with global perspective, has been an important differentiator for us and continues to be a strong basis for growth. With the United States right next to us, in the same time zones and with the same business and market languages, it is important for IDC Canada to provide strong local content in order to provide true business relevance to our Canadian customers. While our competitors are formidable (Gartner, Forester, NPD and other local companies), they have not made the same level of commitment to operate in Canada with local analysts, sales and operations employees. A critical element is to stay connected to and promoting our global counterparts in IDC, ensuring that we bring that value to our customers as well. Canada and IDC has become over the last few years an attractive place to work. People are coming to us from Russia, Mexico, Europe, China, the U.S. and England. We even have a number of IDC employees who live in Canada but work for other parts of IDC worldwide, including three employees who work for IDC Asia/Pacific, one employee for IDC Mexico, and one employee for our corporate IT department in Framingham.

Q How do you differentiate yourself from your competitors?

A With the persistent drive to global markets, our need to differentiate with local presence is even greater. Our approach is to ensure that our services address local market needs while using our global IDC knowledge. While our vendor clients acquire our services to help them with their strategic planning of their Canadian strategies, that is not sufficient to help them be successful. They also need our services for more tactical planning, helping them develop a deeper understanding of specific buyer needs in Canada, and then they need us to help them with the execution of their sales and marketing plans. In the end, our business goal is to help our customers be more successful with their customers.

The core lines of business that we have are: Research Services, Consulting Services and Marketing Services. The important and differentiating factor of these three business lines is that they all support each other in a unique and integrated way that no other market research company can accomplish. By combining our knowledge of the Canadian vertical markets (our Insights business lines), the SMB and Channels market, IT Services, the Hardware and Software markets, and the Communications industry, we have a value proposition of relevance to our clients that is unmatched in Canada.

Q What are you doing to target smaller Canadian-headquartered companies as clients?

A We have developed a program that packages our global research along key CIS groupings and targets it to emerging Canadian based organizations with a global market plan and are $20M CDN ($17.6B) or less in revenue. These are organizations that would not normally have bought any specific CIS Research program perhaps due to their specific market niches or their inability to pay the normal rates for market research. The program allows them to buy access to research area package of CIS, along the lines of a GITA [Global IT Advisory] program, at a much lower price. The packaging includes providing two hours of analyst inquiry time as well as their choice of an IDC Canada analyst writing either a client profile of their business or a case study of one of their success stories. We now have 20 clients on this program.

The biggest advantage they find is that they have access to credible, global research that they can use to help build their business. The advantage to IDC is

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Many now-familiar names launched at DEMO

Since DEMO began in 1991 the conference has been the launch pad for Web portals, personal digital assistants (PDA), online auctions and speech-recognition software. Among the products and services launched at previous DEMOs are the following:

Sun Microsystems' Java 1.0 (1995)
The Palm Pilot PDA (1996)
TiVo digital television recorder (1999)
Kerbango Internet Radio (2000)
Google Number Search for Web phones (2000)
Salesforce.com (2000)
Microsoft Table PC (2002)

DEMO features an international cast

Although the majority of presenting companies at DEMOfall '06 are based in the U.S. (37 from California alone), eight hailed from outside the U.S. including two each from Canada, France and the U.K. and one each from Austria and Israel.

DEMO site keeps audience engaged

The DEMO.com site recently had a major overhaul as part of a strategy to keep site visitors engaged and thinking about why they should attend the next event. "Last year we began promoting our demonstrator videos on the site. This year we've built out a site model that allows greater flexibility and easier transitioning between events," said NW Events and Executive Forums Senior Director of Marketing and Business Development **Michael Garity**. Along with the DEMOblogs, another new element added for DEMOfall '06 was the DEMO Media Room, an area with resources for reporters, such as an image gallery, background information on DEMO and a service that automatically forwards new news releases to journalists who request them, as well as a variety of news aggregation feeds to deliver real-time buzz back to the site.

DEMOfall

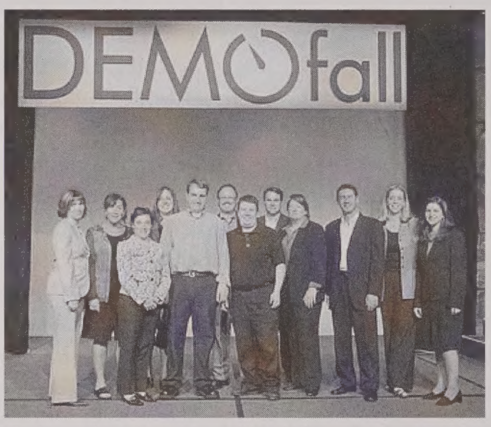
continued from page 1

- It is backed by a management team capable of delivering the product to market.

The companies have only six minutes to present their product and explain its value (no PowerPoint presentations are permitted). Among the products demonstrated this year were the following:

- Moixa Energy Holdings' USBCELL, a smart, reusable AA battery that recharges using the USB port on a computer or laptop.
- BuzzLogic's search and analytics software measures key influencers within social media spaces such as blogs, wikis and forums.
- Be Here's TotalView, an integrated voice and data phone conferencing service that offers full-room video via a 360-degree camera.

(For a complete list of firms presenting products at DEMO and those chosen by Shipley as DEMOgods for best presentations go to http://www.demo.com.)



The Network World and Network World Events team at DEMOfall '06 included (l-r): Senior Demonstrator and Event Coordinator ***Jackie DiPerna****, Director of Event Operations* ***Dale Fisher****, Senior Audience Development Manager* ***Sara Nieburg****, Registration and Customer Service Manager* ***Cassandra Valentine****, Multimedia Editor* ***Jason Meserve****, President and Editorial Director* ***John Gallant****, Programming Director* ***Keith Shaw****, Events and Executive Forums Senior Director of Marketing and Business Development* ***Michael Garity****, DEMO Conferences Executive Producer Chris Shipley, Events and Executive Forums Executive VP* ***Neal Silverman****, Event Planner* ***Caroline Keough*** *and Event Operations Coordinator* ***Christina Spano****.*

Established in 1999, DEMOfall was until last year known as DEMOmobile, and it concentrated solely on the mobile and wireless market. That changed last year when DEMO organizers felt that mobility in technology was ubiquitous enough that it was no longer necessary to have a separate show to address it. Now held twice-yearly to give technology companies two launch platforms, this 24th edition of DEMO drew approximately 700 attendees, including venture capitalists, investors, business development executives, entrepreneurs, industry insiders and the media.

"People attend DEMO for a variety of reasons but mainly to get a handle on the trends and emerging technologies that are impacting the marketplace," Silverman said. "The focus of DEMO is on the products, so it's a very effective way to see a lot of technology in a short amount of time. Chris Shipley describes the DEMO audience as 'the essential players in the ecosystem in which technologies are promoted, funded, furthered, and adopted.'"

Doug Pepper, a partner at venture capital firm InterWest Partners, said he attends DEMO because "there really is no better forum for seeing so many companies quickly and efficiently. I think Shipley does a fantastic job of picking interesting companies with interesting management teams and products."

On the closing night, **John Gallant**, president and editorial director of Network World, moderated a much-anticipated media panel made up of journalists from Forbes, The Wall Street Journal and BusinessWeek. Panelists were asked to assess the state of the business and consumer technologies based on what they'd seen at the event.

Not only were the leading business, technology and consumer news outlets at the event, bloggers were on hand as well, giving immediate reactions to DEMO's products and news. "The goal was to provide an immediate forum for feedback about the demonstrator companies," said Network World Events and Executive Forums Senior Director of Marketing and Business Development **Michael Garity**. Among those blogging were, from Network World, Programming Director and Editor of DEMOletter **Keith Shaw**, News Editor **Paul McNamara**, and Network World Online Multimedia Editor **Jason Meserve**, and Computerworld Senior News Columnist **Frank Hayes**.

There were seven major DEMOfall sponsors, with Qualcomm the principal sponsor. All sponsors get space in the demonstrator pavilion to speak with attendees and show their latest products.

Thanks to DEMO's continued partnership with the National Venture Capital Association (NVCA), DEMOfall welcomed more than 50 venture capitalists to the third invitation-only VC Planning Dinner, hosted by Shipley and NVCA President Mark Heesen.

DEMO '07 will be held Jan. 30-Feb. 1, 2007, in Palm Desert, Calif. For more information, go to http://www.demo.com or contact Michael Garity at mgarity@nww.com. WU

IDG

Current Jobs, Week of October 16, 2006

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	Online	Advertising Operations Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
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Go to http://careers.idg.com to view all current job opportunities at IDG

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	Marketing	Vice President, Event Marketing	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
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	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Government Insights						
	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, IT Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG

October 16, 2006

Network Operations Manager (CWI)

Computerworld is seeking a Network Operations Manager with strong management ability and outstanding customer service skills to plan, direct, and manage the daily activity of the computer operations department including HelpDesk, network and servers. The Network Operations Manager will establish, communicate and carry out departmental policies and procedures including workstation set ups, storage utilization and service level agreement (SLAs). Other responsibilities will include maintaining workstation and server inventory, security, and network configurations; troubleshooting network performance issues; maintaining a disaster recovery plan; recommending, upgrading, and patching new software and equipment; and providing technical support and guidance to users. This role is also responsible for regularly reviewing technical architecture, processes, provisions and suppliers to ensure efficient execution of all aspects of the service with a high degree of customer service and managerial expertise and must have a high degree of skill and experience with the following technologies: Windows 2003 Server, Windows XP, Active Directory, remote access, anti-virus, and anti-spyware tools. Experience with the configuration of LAN/WAN technologies, TCP/IP, DNS, DHCP, Cisco switches and firewalls is important and experience supporting Lotus Notes highly desirable. As well, computer virtualization, SAN, backup technology, Solaris/Linux and hand-held device synchronization experience is a definite plus. A college degree is required as is the ability to travel on occasion and manage and maintain a 24x7 beeper schedule.
Location: Framingham, MA
Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Staff Writer (CXO)

CIO Magazine is looking for an experienced journalist to join our editorial staff. Qualified candidates must have at least 3 years full-time experience as a staff feature writer for either a trade, business or consumer publication and a portfolio of clips. Ideally, the candidate will have reported on technology and/or business issues, and must in all cases be computer and Web literate and conversant with the basics of business and information technology. A CIO Staff Writer is responsible for reporting and writing between 10-12 feature articles a year, ranging between 1800 and 3200 words, and including multi-source investigations of topics, events and issues important to our readers; interviews with CEOs, CIOs and IT professionals, and profiles of companies and individuals. The writer is also responsible for additional shorter pieces and for contributing content (stories, blogs, podcasts, etc.) to our website. Staff Writers work closely with CIO editors (including copy editors and fact checkers), cover two more assigned business or technology beats, participate in regular idea generation meetings, stay current with news and developments in the technology sphere, and are responsible for bringing viable story ideas to the table. They are also available to travel for stories and to attend and participate in CIO events and conferences.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Assoc HR Rep/HR Rep (CXO)

CXO Media Inc. is seeking a bright, flexible and resourceful HR Representative If you are a high energy HR generalist looking for an opportunity to broaden your HR skills this is the job for you! Responsibilities include: day to day delivery of HR services, handling employee inquiries, HR administration and reporting, assisting with all functions of human resources including benefits, full-cycle recruitment, employee relations, management coaching, performance management, compensation planning, and special projects as needed. The ideal candidate will possess a BA/BS degree, a solid understanding of business fundamentals, and 2+ years of HR generalist experience with an emphasis on HR administration, benefits, recruiting, and employee relations. Candidates must demonstrate good HR instincts, the ability to operate independently and the ability to build strong relationships with both managers and employees. Working knowledge of MS Office is required and PeopleSoft experience is a plus. We are looking for an individual with excellent communication skills, a strong customer service focus, a desire to learn and grow as an HR Generalist, and the ability to thrive in a lean, high volume, fast-paced, ever-changing environment. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Project Administrator (IDC)

IDC Consulting is looking for a Project Administrator to provide project organization and support for IDC's busy Consulting practice. The Project Administrator will be responsible for continuously reviewing the status of projects, developing project timetables, providing assistance to the project management team, including coordinating team and customer meetings, preparing status reports, keeping the project schedule, maintaining and, if necessary, modifying the project plan documentation. The Project Administrator will also prepare project status updates in addition to scheduling project deliverables, milestones and required tasks, recording agreements reached in project meetings, and establishing standards for project reporting and documentation. The successful candidate will be organized and flexible, with the ability to multi-task. We are seeking a good communicator with experience in MS Project and the MS Office products in addition to 3+ years of work experience. ***Location: Framingham, MA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Sr. Research Analyst, ROI (IDC)

IDC Consulting is looking for a Sr. Research Analyst to participate in ROI and TCO analysis projects for IDC's IT vendor clients. IDC's ROI practice has grown dramatically over the past few years and this position will be responsible for filling a growing need within the IDC Consulting Practice. The Sr. Research Analyst will conduct studies and analyze ROI data. Responsibilities will include: questionnaire design, sample gathering, analyzing ROI survey results, working with IDC Analysts to create reports and white papers for clients, and assembling a database of past ROI surveys as a research and query tool. Candidates must be comfortable analyzing small, unstructured data sets and be able to judge data quality and usefulness, exhibiting a pragmatic approach to data analysis. The successful candidate will be flexible and be able to work independently, while at the same time participating on project teams. Strong SPSS and Excel skills are essential. A background in statistics and data analysis is necessary, a degree in finance/statistics and an MBA are all pluses. 3+ years of relevant work experience is required. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Associate Editor (IFW)

InfoWorld seeks an Associate Editor to develop dynamic content for InfoWorld.com and InfoWorld magazine. The employee will plan, edit and write feature articles and analyses, news stories, and a mix of Webcasts, podcasts, blogs and other new media content. The associate editor will work on tight deadlines, juggle multiple tasks, follow technical beats, and represent InfoWorld at industry events. Applicants should be comfortable working in a highly collaborative, team-oriented environment, as well as working independently to creatively solve problems. Top-notch writing and editing skills are a must, as is knowledge of enterprise technology. The position requires 2-5 years of publishing experience. ***Location: San Francisco, CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Account Manager (PCW)

The Account Manager for NY, NJ, Conn and Penn will be responsible for servicing and expanding existing business, as well as pursuing and maintaining new advertising opportunities, for PC World's print edition and will work closely with our online team on integrated deals. S/he must have or develop a thorough understanding of the tech, PC, and consumer electronics markets and PC World's position and value to advertisers in those markets. Qualified candidates will have prior experience selling print and integrated media deals for a major computer, business or consumer electronics publication; contacts in the computer industry; and a proven sales track record. The ideal candidate will have strong presentation and negotiation skills and at least five years of print and/or integrated media ad sales experience. Please submit cover letter, resume and salary requirement to jobopps@idg.com and reference "Account Manager" in the subject line. ***Location: East Coast***

Contact: K. Coldwell, Email: jobopps@idg.com

Associate Publisher, East (PCW)

PC World is seeking a seasoned sales professional to lead its print sales efforts on the east coast. As a "player/coach," the Associate Publisher, East will be responsible for developing new accounts and growing existing accounts in a defined territory, as well as defining and communicating the sales strategy and managing/mentoring the east coast sales staff. S/he will make calls at the highest possible levels and must be skilled at selling compelling, integrated programs to clients and agencies. Candidates should be customer-centric, articulate, and comfortable building senior level relationships. The ideal candidate will have a comprehensive knowledge of the high tech market, extensive contacts in the IT industry, excellent communication skills to motivate a sales team, and the ability to deliver sales strategies to highly sophisticated clients. A minimum of 10 years of ad sales and sales management experience for a business and/or technology publication is required. Please submit cover letter, resume and salary requirement to jobopps@idg.com and reference "PCW Associate Publisher" in the subject line. ***Location: East Coast***

Contact: K. Coldwell, Email: jobopps@idg.com

IDG Romania connects with Microsoft for fast-growing microsite

In less than a year, the IDG Partners portal has become IDG Romania's fastest-growing Web site. Developed with Microsoft Romania, the site offers news on the software giant, commentary on its local activities and Microsoft-supplied white papers.

IDG Romania proposed the microsite idea to Microsoft "and they agreed immediately since they found it to be an extremely attractive concept both for our readers and for Microsoft's clients," said **Oana Burghelea**, editor-in-chief of PC World Romania. The site (http://www.idgpartners.ro) was launched in February during the PC World Romania Awards gala, and the Microsoft partnership is an open-ended one.

IDG Romania posts both local and international news, interviews and articles on Microsoft on IDG Partners. "Microsoft Romania loved this idea because the site is put together by a neutral party – us — with our information, our selection of news and articles, which makes the site more credible," Burghelea said.

According to Burghelea, the only parts of the site on which her group confers with Microsoft are the product-launch announcements and Microsoft-produced white papers, which are available for free download in PDF format after users register on the site. In addition to a monthly maintenance fee, Microsoft pays a fee for each white paper posted to the site. "Microsoft adds local 'flavor' to the white papers, as well as content about case studies, partners and projects here in Romania," she said. "More than anything, it is a project sustained by a continuous dialog with the Microsoft Romania team," Burghelea said.

IDG Partners team: (L-R): ***Bogdan Carlugea****, Web developer;* ***Oana Burghelea****, PC World Romania editor-in-chief;* ***Cristian Miculi-Pop****, online manager;* ***Mihaela Gorodcov****, IDG Romania general manager;* ***Georgiana Niculescu****, online editor;* ***Robert Antofe****, online editor; and* ***Iulian Barbulescu****, online editor.*

The microsite also has links to sign up for electronic newsletters. One takes users to a subscription page owned by Microsoft for a newsletter it produces; another offers a subscription to IDG Romania's newsletters and RSS feeds.

Burghelea said IDG Partners is part of a wider IDG Romania initiative to promote its online services as a complement to print. The company is currently discussing similar microsites under the portal's umbrella for firms such as IBM and Oracle.

Contact Oana Burghelea at oanab@idg.ro.

Portal reaps double-digit growth

Launched in February, the IDG Partners portal site quickly became the fastest-growing of IDG Romania's five sites. According to **Oana Burghelea**, PC World Romania editor-in-chief, it had 559 unique visitors in March. In April there were almost 10 times as many visitors. "And growth has continued, increasing traffic by as much as 30% to 50% per month," she said. "We now have more than 10,000 unique visitors per month, viewing almost 23 pages each. Very good figures for the Romanian online medium."

IDG Romania's other sites are http://www.idg.ro, http://www.pcworld.ro, http://www.computerworld.ro and http://www.networkworld.ro.

SaasCon

continued from page 1

Research Analyst/SaaS **Erin Traudt**, moderated a panel discussion called "SaaS CEO Hot Seat."

As one element in its promotional arsenal, which included signing on Network World and InfoWorld as media sponsors, World Expo's conference team used podcasts as a marketing vehicle. Beginning 10 weeks before the event, the SaaScon site (http://www.saascon.com) hosted a series of weekly podcasts featuring keynote speakers and other presenters. Narrated by SaaScon conference chair Paul Gillin, a former editor-in-chief at Computerworld who now runs Paul Gillin Communications, the podcasts focused on the various aspects of software as a service including selection and deployment, as well as the speakers' opinions about where the market is headed. The podcasts were used primarily as links in e-mail marketing to potential attendees.

IDG World Expo's SaaScon team included (l-r): VP Conference Brands ***Patty Caron****; Conference Chair and Senior Editor/Digital ID World Eric Norlin; Conference Specialist* ***Kristen Margulis****; Sales Manager* ***Giovanni Stein****; Marketing Specialist* ***Christina Butkiewicus****; Sales Manager* ***Per Melker*** *and Event Operations Coordinator* ***Meredith Roberts****.*

In April 2007, SaaScon will be co-located with the SIIA's 20th annual Software Strategy Summit. Combined, both events will present an agenda that focuses on business and technical end users, developers, and independent software vendors. "Until now, there's been no other event that addresses all three segments of this industry," Caron said. "We're thrilled that the SaaS industry is already viewing us as their central gathering place."

Write to patty_caron@idg.com.

noteworthy people

Promotions

InfoWorld National Online Sales Director **Kate Hobbie** has been promoted to VP sales operations for InfoWorld.com. "Kate will devote her efforts to creating programs for the sales representatives to sell, develop sales tools, provide post-sale customer service, assure we deliver programs as promised and, in general, 'mind the store' as it relates to meeting our online sales revenue goals," said InfoWorld President and Publisher **Bob Ostrow**. "She has overseen the sales effort as we've achieved [a] magnificent online revenue growth. Kate has a marvelous eye for detail and a much appreciated commitment to InfoWorld.com." *kate_hobbie@infoworld.com*

Martay

IDG WORLD UPDATE

Jill Martay, InfoWorld director of events, has been promoted to VP/Events. "Under Jill's leadership, InfoWorld's events business has gone from zero to 60 in the two years since she joined the company," said President and Publisher Bob Ostrow. "Our SOA event is the talk of the industry and serves as a springboard to our print and online media offerings. The events attendees are the high-caliber tech professionals so highly sought after by our sponsors. Jill ensures that each event is first-class, runs like clockwork and exceeds the expectations of sponsors and attendees. She's fostered a collaborative attitude among the editorial, online, marketing and events departments that have played such a vital role in our success." *jill_martay@infoworld.com*

InfoWorld Chief Technology Office **Derek Butcher** adds vice president to his title. "Derek is a technology whiz with a fabulous 'let's-try-it' approach that embodies this IDG corporate value," said President and Publisher Bob Ostrow. "His list of accomplishments since becoming CTO last year is impressive. Under his leadership our Web site is always available, we've upgraded our mobile e-mail tools, made our Salesforce.com application such an indispensable tool that other IDG business units want his team to help them improve their systems and we've developed a lead-capturing system for events sponsors, just to name a few of the initiatives. While Derek loves technology, he thinks about it in terms of InfoWorld's business and how it can move us forward. He has wonderful ideas about future InfoWorld products and projects that, combined with his strong desire to win, makes him an invaluable contributor to our business." *derek_butcher@infoworld.com*

Butcher

IDG WORLD UPDATE

New employees

Knickle

PETER SHORT

Kimberly Knickle joins IDC's Manufacturing Insights group as program director, IT Strategies. Prior to coming to IDC she was a self-employed competitive intelligence consultant and before that was research director of integration strategies at AMR Research. She earned a B.S. in electrical engineering from Cornell University in Ithaca, N.Y., and an M.B.A. in marketing and operations from Boston University. Outside the office she is a Girl Scout troop leader ("need Girl Scout cookies?") and is learning to golf. She recently launched a silent auction that raised $18,000 in less than two weeks for the Needham (Mass.) Science Center, which primarily supports the elementary-science curriculum with hands-on programs for children. *kknickle@idc.com*

Lupien

CXO Media has hired **Tom Lupien** as a senior user support specialist. He holds a B.A. in theater arts from Bradford College in Bradford, Mass., and an M.A. in theater education from Boston's Emerson College. In his spare time, he enjoys reading, theatre, writing and is a "massive online video game multiplayer." *tlupien@cxo.com*

Share

Previously head of business intelligence at Citywire, **Jonathan Share** joins London-based IDC EMEA as senior consultant for the European Software Group where he will support the day-to-day management, administration, coordination and delivery of consulting projects. He holds a B.S. with honors in business information systems from Leeds Metropolitan University and enjoys digital photography, cooking and travel. *jshare@idc.com*

Woodward

Also new at IDC EMEA is **Alys Woodward**, program manager, Business Intelligence and Analytic Applications. She was previously senior analyst with Ovum, a U.K.-based research and analysis firm. Alys earned an honors B.S. in physics from the University of Manchester, U.K., and holds a U.K. Chartered Institute of Marketing postgraduate diploma. She enjoys fashion, studying literature and the history of London. *awoodward@idc.com*

Obeng-Nyarkoh

PETER SHORT

Previously a research assistant with the University of San Francisco's economics department, **Ebenezer Obeng-Nyarkoh** joins IDC Framingham as a research analyst with the Worldwide Enterprise Tracker Group. He holds an M.A. in international and development economics from the University of San Francisco and enjoys swimming and chess. *enyarkoh@idc.com*

Research Manager **Leslie Rosenberg** comes to IDC's Hardware Channels group from her role as account manager with CMP Technology's VAR Business Magazine. She earned a B.S. in textile chemistry from the University of Vermont and enjoys skiing, running and camping. Leslie recently finished restoring her 1898 home. *lrosenberg@idc.com*

Dowdell

PETER SHORT

Alicia Dowdell joins IDC Framingham as research director, Personal Technology Primary Research, coming from The Nova Group where she was a partner and director of market research. Alicia holds a B.A. in Latin and classical civilization from Wellesley College in Wellesley, Mass. She enjoys the theater, Boston sports, spending time outdoors with her two dogs and is active in several charity/advocacy organizations, including groups that support research in autism and cancer. *adowdell@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Lloyd Cohen *IDC*
Nancy Mallette *IDG*

25
Lucienne Bosser *IDG France*

22
Nadine Gogibus-Pahus *IDG France*

18
Terri Schafer *IDC*

14
Joseph Loiselle *IDC*
Debbie Winders *Computerworld*

11
Yasuhiro Watanabe *IDG Japan*
Susan Green *PC World*
David Ramel *Computerworld*

10
Amy Bonner *IDG List Services*
Laureen Austermann *Computerworld*

9
Michele DeFilippo *Computerworld*

8
Philippe Saul *IDG France*
Matthew Sweeney *Computerworld*

7
Pusceddu Romolo *IDC Benelux*
Hanh Nghi *IDG Corporate Sales*
Eugene Demaitre *Computerworld*

6
Darran Blatch *IDC U.K.*
Gary Duncan *IDC U.K.*
Amy Norcross *IDC*
Scott Tiazkun *IDC*
Jenny Elmqvist *IDG Sweden*
Daniel Stokes *IDG Global Solutions U.K.*
Joann Terrio *IDG*
Matika Angkatavanich *IDG Global Solutions*
Sarah Hindmarsh *IDG World Expo*

5
Phil Sargeant *IDC U.K.*
Blossom Woo *PC World*
Kayan Wong *PC World*

4
Steven Kempton *IDC*
Erik Hofslagare *IDG Sweden*
Kaila Bongiovanni *InfoWorld*

3
Ernest Lefebvre *IDC*
Kelly Krug *IDC*
Melissa Webster *IDC*
Magnus Andersson *IDG Sweden*
Tommy Cheung *IT World Canada*
Patrick Kenney *IDG Intl. Publishing Services*

2
Jerome Weltsch *IDC*
Kevin Robock *IDC*
Hideki Ito *IDG Japan*
Chris Loh *IDC New Zealand*
Willie Low *IDC Singapore*
Rene Hinojasa *IDC Singapore*
Lorena Martin *IDG Spain*
David Fernandes *IDG France*
Jessica Carlqvist *IDG Sweden*
Leigh Gagin *Network World*
Sarah Rose *PC World*
Shavon Burden *PC World*
Annie Rice *IDG World Expo*
Mike Bucken *Computerworld*

1
Michele Zwolinski *IDC U.K.*
Vitor Fava *IDC Brazil*
Marc Holland *IDC*
Patrick Bihammar *IDC Australia*
Yue Li *IDC Australia*
Tracy Lv *IDC China*
Karen Zhang *IDC China*
Wendy Wang *IDC China*
Holly Fung *IDC Hong Kong*
Monali Guha *IDC India*
Zech Chen *IDC Taiwan*
Hendrik Weins *IDG Germany*
Johan Larsson *IDG Sweden*
Andreaz Engström *IDG Sweden*
Jess Hemerly *Mac Publishing*
Chris Fauble *IDG*
Eric Lai *Computerworld*
Josh Ryan *Computerworld*
Monique Caron *Computerworld*

One on one

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that we seed our future customer base as these companies grow and they convert to a full CIS or other IDC offerings like events or white papers. We have had a number of examples of that type of conversion recently. This is also adding to our relevance to Canada's growth by promoting local companies to become globally successful companies.

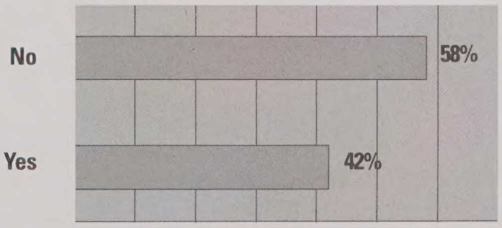
Q **What events are in your portfolio? Do you see this as a growth area for your business?**

A Our event business continues to gain ground. Some recent events that we have had include Directions Canada (where the founder of RIM spoke last year), The Healthcare Council, The Virtualization Forum as well as some custom sponsored events. Events fit in well with our strategy to provide our clients with more marketing services. We define marketing services as including offerings such as white papers, case studies, value proposition development, custom and multi-vendor events, demand-generation microsites, other demand-generation activities, perception and brand studies, etc. By leveraging our excellent content and subject matter expert analysts we provide a differentiated offering to our clients.

As our clients go through their business life cycle of developing, executing and measuring their plans, IDC Canada participates and provides services through our core research and inquiry capabilities, our ability to measure their success with our Trackers and other data products, and now we feel we can help them with them even more with execution phase of their plans and our marketing services and events capabilities. Tying our three lines of business with our clients business life cycle is the IDC Canada positioning that makes us more relevant and valuable to our clients.

Question of the Week for Oct. 6

If your business unit started a company-wide corporate blog, would you contribute?



Log on to http://www.idgcentral.com to vote on this week's question: Was Google's acquisition of YouTube a smart business move?

celebrating 10!

Name
Steven Gray

Home
Albany, Calif.

Joined IDG
November 1995

Career path
Copy editor at Multimedia World (1995 until the death of MMW in 1996); copy editor at The Web Magazine (1996 until the death of TWM in 1998), copy editor at PC World (1998 onward).

Current title, what your job involves
Senior copy editor. The duties of this position are multifarious and defy easy description.

Most challenging part of your job
Being right all the time.

Best part of your job
I like the part where I get to do copy editing.

One thing you've learned during your tenure at IDG
If you stay in one job long enough, you'll eventually get the word *Senior* attached to your title.

As a child, what did you want to be when you grew up?
A philosopher.

Best advice you ever received
"No one ever got paid to be a philosopher."

Family
My partner of 33 years is Madeleine Clarke, and our children are Daniel (16) and Dorothy (13).

You joined IDG because...
Trying to live on $20,000 a year while working 60 hours a week as a freelance book copy editor was becoming untenable.

What's kept you at IDG for 10 years?
Uncanny good luck.

Best way someone could compliment you on your work
Recognize that we're on the same team and that our shared purpose is to give readers the clearest, most enjoyable presentation of useful information we can.

What book is on your bedside table?
I and Y'all: Eternal Verities in Regional Vernacular, by Balthazar Crandell.

Five people,living or dead, you'd invite to a dinner party?
It's my party, so I've decided to invite 12 people and have the party last for 31 days. My invitees are Aristophanes, Plutarch, Geoffrey Chaucer, Michel de Montaigne, Desiderius Erasmus, Ben Jonson, Jonathan Swift, Adam Smith, Fyodor Dostoevsky, Samuel Clemens, Eric Blair, and E.M. Cioran.

PC World's ***Steven Gray*** *(left) was the guest of IDG Chairman* ***Pat McGovern*** *at a 10th anniversary dinner at the Ritz-Carlton Hotel in San Francisco.*

One possession you'd grab if your house were on fire?
I have thousands of books, records, and movies. I suspect that I would stare at them dazedly for a while and then leave the house empty-handed.

Favorite movies about war
Though many great movies deal with the meaning and effects of war (*Paths of Glory*, *Seven Samurai*, *Gallipoli*, *The Sorrow and the Pity*, *The Fog of War*, etc.), I want to point out two underappreciated gems: *Prisoner of the Mountains* (1996) directed by Sergei Bodrov, and *Le Silence de la Mer* (1949) directed by Jean-Pierre Melville.

Favorite item on your desk
Probably my stubby pencil collection — proof that I haven't been wasting office supplies.

What others can't tell just by looking at you
I did not take a vow of poverty after finishing law school.

If you won the lottery tomorrow, you would
Admit to the lottery people that there must be a mistake in their records...

Manager's profile
"I had the pleasure of hiring Steven when he joined IDG's Multimedia World magazine, and I've been honored to continue to work with him all these years. Steven's command of grammar and usage, in addition to sharp wit and abundant creativity, have enhanced and enlivened countless print and online stories, charts, headlines, deks, and captions. His Grammar Tips column educates us, his passion and respect for English inspires us, and his ability to point out the absurdities in life keeps us laughing."
— Kimberly Brinson, managing editor, PC World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Dale Fisher *Network World*
Daniel Prieve *IDG World Expo*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, Macworld Conference & Expo^{R}, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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First CIO India Symposium and Awards sets high bar

Fashion show, rock concert, formal dinner, awards ceremony round out full day

It isn't every day that an IT symposium features both a workshop on computer-system design methodology and an appearance by an MTV VJ, but CIO India delivered both — and more — last month.

*IDG India President **Bringi Dev** (l) and Ramalinga Raju, founder and chairman of Satyam Computer Services, a global consulting and IT services company, with the commemorative CIO 100 Collectors Edition of essays.*

For the more than 160 attendees — 125 of whom were CIOs — the CIO 100 Symposium and Awards was a chance to be exposed to the latest in IT strategies and management and network with their peers.

The day-long event in Mumbai also gave IDG India an opportunity to showcase the CIO India brand and position it as a leader in the nation's CIO community, as well as introduce IDG India as a successful event organizer, able to attract quality audiences and sponsors.

The symposium's lead speaker was John Hagel III, a technology management guru and author of four books on business strategy, who presented a keynote address on 'The Joy of Flex' — a software design philosophy that encourages greater business agility and innovation — and conducted a workshop on computer-system design methodology. There was also a vendor panel discussion featuring CEOs from the Indian subsidiaries of Computer Associates, EMC2 and Intel.

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New general partners join IDG Ventures Pacific in San Francisco

Last month, IDG Ventures Pacific General Partner **Pat Kenealy** welcomed two venture capital veterans as general partners to work with him on IDG Ventures' new fund in San Francisco. Former WaldenVC General Partner **Phil Sanderson** and former Sprout Group General Partner **Alex Rosen** together bring 20 years of IT and new media venture investing experience to an IDG "platform" that has produced stellar returns in Silicon Valley over the last decade.

While Kenealy said it was too early to comment on the team's specific future plans, he said the group "will begin making investments together immediately, concentrating on early-stage new media and IT companies in the Bay Area." In early 2007, following the successful examples of IDG Ventures Atlantic in Boston and the IDG-Accel China Growth fund in Beijing, the San Francisco team hopes to attract classic institutional investors.

Sanderson joined WaldenVC in 1997 as an associate and was promoted to partner the following year. Earlier, he worked as an investment banker in Robertson Stephens' New Media and Information Technology Groups, and spent several years in cor-

continued on page 5

*(L-R): **Phil Sanderson**, **Pat Kenealy** and **Alex Rosen**, the new general partners at IDG Ventures Pacific in San Francisco.*

In this issue

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in brief newsworthy

IDC launches subsidiary in Chile

In the latest example of IDC strengthening its local market presence, the team at IDC Chile planned a series of gatherings on Oct. 3 in Santiago for the official debut of the company's newest subsidiary.

Marcela Diaz

IDC had been represented for more than 13 years by a local partner, Plus Consulting, which did a "good job of establishing our brand name in Chile," said IDC Southern Cone General Manager **Ricardo Villate**. "However, IDC's customers have requested a strong local relationship in Latin America, and it is IDC's global strategy to invest in building its brand with customers by supporting a strong local presence. We believe having a subsidiary will allow us to reinforce the value of our offering in the country."

Lorena Vega

Senior Hardware Analyst **Natalia Vega** and Telecom Research Manager **Lorena Vega** worked for the previous partner, and each have more than 11 years of experience with IDC. Research/Consulting Director **Marcela Diaz** joined the team recently after serving as the business development manager for BNAmericas. Earlier in her career she worked in marketing and sales at Harris Corp. and Lucent Technologies, where she spent time the company's offices in Canada and France.

Natalia Vega

IDC Chile's launch events included a breakfast for more than 110 customers, a press lunch with a select group of journalists and a cocktail party and dinner with the executives from 22 of IDC Chile's top clients. Villate said the presentations and networking opportunities were very well-received by the industry representatives, and the company signed its first contract of the new fiscal year that day.

The Chilean IT market is a case study for long-term growth in Latin America, Villate said, having been the country in the region with the least fluctuation during 2001-2003. The market is expected to grow at a steady 10% compound annual growth rate during 2005-2010. Latin America as a whole is expected to grow at 12.5%.

Write to Marcela Diaz at mdiaz@idc.com.

IDG Central reminders

The newest video on IDG Central is IDG Communications President **Bob Carrigan**'s speech, "The Transition from Print to Online Is Over: Reaching the Revenue Tipping Point," delivered last month at the Magazine Publishers of America meeting.

Several categories of content on IDG's intranet, IDG Central, are now available via RSS: IDG World Update news stories and One on One interviews, Writing Workshop, Classified Ads and the Best Practices Exchange. These feeds require authentication. There is an RSS link on the home page of IDG Central. Just enter your IDG Central username and password when your RSS reader prompts you.

Full publication profit margin report for August available on IDG Central

Each month, IDG's wholly owned publications in seven of the company's global product lines are ranked in descending order of profit margin. Below is the list for August.

CW/IW publications
1. Czech Business World
2. Computerworld Schweiz (Switzerland)
3. China Computerworld
4. Computer Sweden
5. Computerworld Brazil

PC World publications
1. PC for Alla (Sweden)
2. PC Tipp (Switzerland)
3. PC World Espana (Spain)
4. PC World Czech Republic
5. Australian PC World

Macworld publications
1. MacWorld (Sweden)
2. Macworld Espana (Spain)
3. Macworld U.S.
4. Macwelt (Germany)
5. Macworld U.K.

Networking publications
1. Comunicaciones World (Spain)
2. China Telecom World
3. Nettverk & Kommunikation (Norway)
4. Network World U.S.
5. China Network World

Reseller publications
1. Australian Reseller News
2. China Computer Partner World
3. IT-Bransjen (Norway)
4. Dealer World (Spain)
5. Computer Partner (Germany)

Games publications
1. GameStar (Germany)
2. GamePro (Germany)
3. GameStar (Czech Republic)
4. GameStar (Hungary)
5. Australian GamePro

CIO publications
1. China CEO & CIO
2. CIO U.S.
3. CIO Australia
4. CIO Japan
5. CIO France

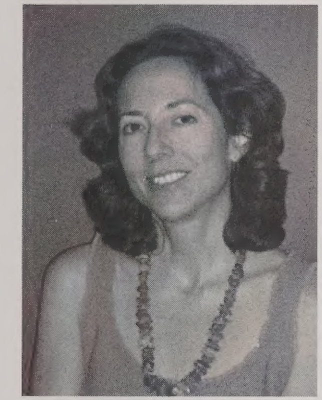
Briefly noted

- PC World Executive Editor-at-large **Randy Ross** served as one of three members of a panel that discussed "New Media, Old Media: Mix and Match" at the Public Relations Society of America's Northeast District conference earlier this month in Boston. The panel was moderated by IDG Communications Director, Communications and Marketing Programs **Howard Sholkin** and also included John Davidow, news director at WBUR radio, and Steve Safran, digital media advisor to New England Cable News.
- IDC will present Service-Oriented Architecture Forum: Creating a Dynamic Business Environment with SOA on Nov. 16 at the Hyatt Regency Chicago. The forum targets senior IT and business executives and will feature case studies and real-world perspectives from end users, IDC analysts, and industry experts. The agenda provides foundation education, best practices and lessons learned around the strategic and technical aspects of SOA implementation. Two breakout tracks addressing the unique challenges facing technology and management executives will also be featured. The forum will also feature a live interoperability demonstration where vendors will showcase use of standards and solutions within a heterogeneous SOA scenario. For more information contact **Lisa O'Brien**, lobrien@idc.com.
- The events group at IDG U.K. will product two one-day conferences on Service-Oriented Architecture Nov. 29 and Nov. 30 in London. The first event will cover strategic issues and business benefits, and the second will look at management and implementation. For more information, visit http://www.idgevents.co.uk/SOA2006, or contact **Suzy Mayhew**, events manager, IDG Events at suzy_mayhew@idgevents.co.uk.

the interview

one on one

Elizabeth Heichler
The editor-in-chief of the IDG News Service is this week's columnist. Reach her at elizabeth_heichler@idg.com.



Elizabeth joined IDG in 1988 as a writer and later news editor at Digital News, before joining the News Service in 1992. She spent two years in the U.K. serving as senior correspondent for Europe and has been editor-in-chief since 2000.

IDG News Service at-a-glance

Established 1986

No. of employees 23

Web site
http://www.idgns.com

Headquarters Boston

Other bureaus San Francisco, New York, Washington, D.C., Miami, Tokyo, Beijing, Singapore, Taipei, Bangalore, Paris, London, Dublin, Düsseldorf, Brussels

Average number of IDGNS-authored stories per day
About 27

Average number of new stories (IDGNS and IDG publications as sources) posted on IDGNS per day
Roughly 100

Q What's the mission of the IDG News Service?

A We strive to provide editorial content and services that will give IDG publications a competitive advantage in their market.

Q Take us through a quick tour of how the news operation functions at IDGNS.

A The IDGNS news desk is typically open for business continuously from beginning of business in Asia on Monday morning through close of business in San Francisco on Friday evening — although when news happens over the weekend we endeavor to cover the story and post it quickly. We use a Notes/Domino-based system for our editorial workflow and to run our Web site, so it's easily accessible to anyone on staff regardless of location.

When a news service editor or reporter is "on desk" it means they are responsible for monitoring wires and competitive sites for any important breaking news and putting that information into our workflow system for follow-up. The desk editor's name and contact information appear on our homepage at http://www.idgns.com; IDG editors should always feel free to contact the desk editor if they have questions or requests about current coverage. The desk editor also edits stories filed during his or her shift. Typically the desk responsibility rests with our Asia staff during the first six hours of their day, then transitions to Europe for the next six hours, and finally the last 12 hours of the 24-hour cycle are covered in the U.S. before rolling over to Asia once again.

Q Are your reporters assigned specific beats?

A We have a mix of topical and geographically oriented beats, and our goal is to cover the top 20 stories in IT on any given day. Our reporters in the U.S. are focused on broad technology areas — for example, security, enterprise software — and also are assigned responsibility for the top tier IT vendors in those markets. Someone like **Grant Gross** in Washington, D.C., who spends many days on Capitol Hill covering policy and regulatory issues, winds up dealing with a lot of technology areas, such as telecom, the Internet, security and privacy. Likewise, our reporters in overseas markets are responsible for monitoring the full range of IT issues in their geographic region. In practice, that does often mean becoming very knowledgeable about a certain technology. For example, **Dan Nystedt** in Taipei is an expert on the computer memory market, among other electronic segments that are important in Taiwan. A full list of our correspondents and their beats can be found on our Web site.

Q What other kinds of content besides stories are on the IDGNS site?

A For many years we've had an image bank where we offer all the graphic material we can get our hands on. One limitation is that it has to be free of copyright restrictions, at least within IDG. So we include images provided by vendors, photos shot by our own staff and any IDG publication material for which worldwide rights have been obtained.

What's particularly exciting right now is that we have renamed this archive the media bank, and we are now using it to offer podcasts and videos. We produce a news podcast at least once and often twice daily; this is usually about three minutes long and features the top four stories of the moment.

Video has been a more ambitious undertaking. Although we haven't been given any additional resources for the effort, we purchased several video cameras this year and have been producing short news segments. **Martyn Williams** in Tokyo has been generating some good exclusive material, and **Stephen Lawson** in San Francisco is also shooting and editing segments when opportunities present themselves. We've done a little bit out of Boston, as well. I'm hopeful that as this kind of content becomes more important to IDG publications we'll be able to make this a more regular part of our operation. In the meantime, we're working with the few at IDG who are active in video and looking for ways to collaborate on setting standards and sharing content.

Q To what extent does your team work collaboratively with other IDG journalists?

A It's very important to us to coordinate with IDG journalists whenever possible — we want to avoid duplicating efforts and also help to make the sum of IDG's resources greater than the parts. The closest coordination happens in the U.S., where Executive News Editor **Marc Ferranti** is in frequent contact with online editors at the publications. There's a bit of horse-trading — you guys do this story, we'll do that one — which helps get more stories onto the wire at the end of the day. However, we also welcome more contact with editors in other countries. Computerworld Norway helped us this year with coverage of Apple's legal problems with iTunes in Scandinavia. And our own **Nancy Gohring** worked

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Netherlands' Techworld emphasizes community forums

Content targeted to system administrators distinguishes site from competitors

Since its debut in May, IDG Netherlands' Techworld (http://www.techworld.nl) has quickly filled a void and become a valued resource for system administrators in large and small-to-medium enterprises by providing specialized technical news and a sense of community.

The IDG Netherlands Techworld team (top, l-r): ***René de Wite****; sales;* ***Jochem Kossen****, Webmaster;* ***Martine Res****, brand manager;* ***Jeroen den Haan****, coordinator, online technology;* ***Mark Nederpelt****, Web developer;* ***Jeroen Brouwer****, sales. (Middle, l-r):* ***Sander van de Graaf****, Web developer;* ***Steve Wong Swie San****, Web developer;* ***Michel Pouwels****, Web developer;* ***Roan Hahn****, Web designer;* ***Niels de Rijk****; editor. (Bottom, l-r):* ***Wilbert de Vries****; deputy editor-in-chief;* ***Rick van Dijk****, sales.*

Techworld's content includes news (from in-house writers, the IDG News Service and industry press releases), tests, background stories, product announcements, and white papers. It also functions as an interactive platform where visitors can contact one another and, through a variety of forums, share their experiences and technological expertise.

Anyone can go to Techworld for the top-level news, but only subscribers have access to newsletters, forums and other specialized content. Close to 2,000 subscribers have signed on so far; no cost is involved.

A new subscriber is invited to create a profile that specifies which categories of information they are most interested in, and they can edit their profile to request a custom newsletter or customized RSS feeds. Approximately 20% of subscribers have done so to date.

Subscribers automatically receive an HTML newsletter every Friday summarizing Techworld's published news and articles from the week. Subscribers can also select additional newsletters on topics such as Networks, Security, Storage, Mobile, PCs & Servers and OS & Software.

All of those topics are also the subjects of the forums in which subscribers can ask questions of each other, exchange information, post articles and respond to articles that have been posted. Each of the forum topics also has sub-forums that drill down to more specific topics, and subscribers can create their own topics.

"The forums are doing OK — they are among the top five most-visited sections of Techworld," said Deputy Editor-in-chief **Wilbert de Vries**. "We think there's always room for improvement, though, and we are asking subscribers for their input about the layout and setup."

On the sales side, major companies such as HP and Microsoft have signed on as advertisers. The sales team is also busy targeting smaller companies, especially those that are not currently advertisers, with text-link advertising opportunities.

After a small dip in visitor figures after the launch, the number of page views and unique visitors has been climbing each week. Comparing July vs. September, page views grew 45% and unique visitors 78%.

Contact Wilbert de Vries at wdevries@idg.nl.

One on one

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with **Daniela Moreira** at IDG Brazil to nail down a news story about an investigation of Google's Orkut service in that country; the two shared a byline on the article.

While part of our competitive advantage is that the News Service has tech reporters all over the world, which our rivals lack, we can really capitalize on the unique benefits of an organization like ours when we get journalists from different publications and in different countries working together.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

October 23, 2006

Benefits Administrator (CSG)

IDG's Corporate Human Resources department seeks an energetic Benefits Administrator to join the benefits team. The individual in this position will be responsible for the administration and compliance of IDG's health and welfare benefits which include Health Plans, Life Insurance Plans, Leave programs and Flexible Spending Accounts. The Benefits Administrator will also be responsible for monthly billing, COBRA communications, coordinating open enrollments, researching benefit questions, communicating with employees and other projects as assigned. The ideal candidate will possess 2-3 years human resources experience, preferably in benefits administration, be detail oriented and well organized, have strong interpersonal and customer service skills, excellent written and verbal communication skills and respect the confidential nature of human resources. Proficiency in Excel and Word required. Exposure to PeopleSoft is a plus. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

Marketing Specialist (CWI)

Computerworld has an exciting opportunity for a Marketing Specialist to assist in the continued rapid expansion of our Strategic Programs & Events group. Working closely with various team members, the successful candidate will drive audience development/acquisition campaigns, audience registration, content/presenter development/arrangements and production for Computerworld's IT Summit series brand of half-day conferences. Travel to many of the Computerworld Summits is required. Candidates must have 3-5 years of experience in technology marketing and/or audience development/acquisition with a demonstrated ability to drive attendance and track best-performing sources and practices. Excellent customer service skills, the ability to organize multiple detailed projects, proficiency with Microsoft Office, including Word, Excel and PowerPoint, and a bachelor's degree are all prerequisites. This position will be based in Computerworld's One Speen Street headquarters in Framingham, Massachusetts. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Editorial and Marketing Research Analyst (CXO)

CXO Media Inc. is seeking an experienced Research Analyst to manage and execute primary research projects supporting its editorial, ad sales and marketing departments. The individual in this position will be responsible for fielding sales and editorial related research requests including providing syndicated media research runs. Qualified candidates will be experienced in questionnaire design, survey programming & deployment, and analysis and reporting of results. They must also have demonstrated ability to organize and prioritize work and to operate in a fast-paced environment. The successful candidate will manage multiple projects simultaneously, be able to communicate and work effectively with both internal research sponsors and outside suppliers, and deliver results in a timely and professional manner. Qualified candidates will have a Bachelor's degree, at least 3 years of primary research experience, strong analytical skills, and proficiency with Excel, PowerPoint and other PC software. Knowledge of Telmar and Perseus software packages are pluses. This position reports to the Research Manager.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Chief Technology Officer, Online (CXO)

CXO Media and Computerworld, publishers of CIO.com, CSOonline.com and Computerworld.com, have an exciting opportunity for a Chief Technology Officer of Online. This individual will establish and direct the strategic long term goals, policies and procedures for the technology operations of these significantly growing online business units. Responsibilities will include management of both online infrastructure and architecture as well as development of online applications, content management systems, and new technology products. This individual will be responsible for the translation of online business objectives to all technology needs for online growth and operations. Determines long-term systems needs and hardware acquisitions to accomplish the organization's business objectives. Ability to manage budgets, and people in a small but aggressively growing environment a must. Ideal candidate will be extremely web savvy, results-oriented, possess excellent communication and project management skills, and have the ability to roll up his/her sleeves. Requires a bachelor's degree and may be expected to have an advanced degree in a related area with at least 10 years of experience in the information technology field and significant online experience. Experience with the following technologies is desired: Interwoven, Unix, Oracle, Java. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Group Operations Manager (GI)

Government Insights is looking for a motivated, detail oriented Office Manager to support the Managing Director, provide administrative assistance to the sales and marketing teams, and support both research and consulting activities. *Responsibilities:* Provide administrative support to the Government Insights staff to include coordination of meetings, events and communications, calendar management, and preparation of documents, spreadsheets and presentations. Coordinate client trainings and briefings; assist with client billing and invoicing issues; partner with Finance to reconcile monthly booking information; and enter customer information into sales database. Assist sales staff by creating reports, inputting orders, working on account strategy and building client relationships. General office administration, including: general repairs and service requests for office space and equipment, preparing courier packages, processing incoming and outgoing mail, ordering and maintaining office supplies, as well as greeting clients upon arrival. Maintains office vendor relationships and processes vendor invoices appropriately. Greets and directs corporate office callers by answering telephone calls from customers; determining nature of business and directing callers to appropriate destination. Participate as needed in special projects. *Qualifications:* Bachelor's degree (or equivalent experience) with 3-5 years of related experience required. Office management and client service experience strongly preferred. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems; Working knowledge of Lotus Notes and Microsoft Office Suite preferred. Excellent oral and written communication skills as well as interpersonal skills. Strong attention to detail and ability to multi-task while maintaining quality Must be a team player able to work in a fast paced environment and willing to take on additional responsibilities. ***Location: McLean, VA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Market Model Programmer (IDC)

IDC's Consulting group is seeking a Programmer to develop customized models for use by IDC Analysts and Consultants. The Programmer will participate in long-term forecast data model architecture development. These models will be used by IDC Analysts to conduct analysis and projections of the ever-evolving IT industry. The Programmer will be responsible for building models and performing updates and edits on those models for a global team responsible for coordinating and integrating multiple sources of input. The Programmer will be expected to come up with creative solutions to both short and long-term issues. Top candidates will be highly numerate, with a strong attention to detail. Must be comfortable with forecasting involving large and complex datasets and be able to effectively explain results and methodologies. Facility with Excel and Access is essential. Oracle and Visual Basic experience is desired. The ideal candidate will have a background in econometrics and/or statistics. Experience in the IT industry is a plus. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager, Vertical Markets (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Program Manager. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. The primary objective of this role is to continue to support and develop forecast and segmentation models for several collaborative products. The position requires handling, manipulating, and integrating vast amounts of data from different data sources. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenged that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Responsibilities: Develop forecast and segmentation models for industry-specific markets; Gather and analyze survey, financial and economic data; Work with IDC clients on their requests, inquiries, and consulting projects; Build relationships and collaborate with industry business units and analysts; Assist with other ongoing research projects; Develop a rapport with the entire Vertical Group to gather and process information. Skills: Advanced Excel skills required – ability to design, develop and maintain large Excel models for forecasting; Visual Basic programming in Excel highly desirable; Quantitative skills – statistical/econometric analysis (linear regression, correlation interpretation); Proficient understanding of Information Technology with the ability and desire to stay current on new industry developments affecting technology needs. Strong project management skills: Ability to interpret financial statements (10-K, income statement, balance sheet); Ability to synthesize primary and secondary sources of data into forecasting assumptions. A successful candidate should: Have strong written and oral communication skills; Ability to develop relationships with other analysts, clients and prospects; Be proficient in Word, PowerPoint; Be highly motivated, detail oriented, proactive, collaborative, analytical, creative and curious; have an undergraduate degree and 4 to 8 years related experience or equivalent.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Associate Marketing Specialist, Software and Services Research (IDC)

IDC is seeking an Associate Marketing Specialist to join the Marketing team which supports the Software and Services Research Groups. This team is responsible for executing marketing programs that will promote IDC's market research - to drive awareness and additional revenue to these research groups. We are seeking an independent self-starter, who will be responsible for promotional writing, logistics for executing marketing campaigns, and internal marketing communication to analysts. This person will also assist with the creation of marketing collateral and web site content. The Associate Marketing Specialist will be part of a collaborative environment, working with the software and services marketing team, analysts and dedicated salespeople. The individual will be responsible for executing on multiple projects simultaneously. The ideal candidate must be organized, creative, have excellent writing skills and capable of working independently. We require 1-2 years of marketing experience including promotional writing, creative visualization and marketing communications. Familiarity with Microsoft Office products is essential and knowledge of graphic programs and some html is suggested. Bachelor's Degree is required. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Research Analyst, Semiconductors: Networking, Broadband, & Storage Systems (IDC)

IDC's Semiconductor team is seeking a Senior Research Analyst to cover semiconductors within the networking, telecommunication, and storage system end markets. The adoption of faster wired and optical technologies continues to occur in the market. Meanwhile, data, voice and video traffic are being consolidated over an IP-based infrastructure to create more efficient service offerings for businesses and consumers. We expect the increased convergence of these services will have a profound impact on networking, telecommunication and storage applications especially as the semiconductor suppliers drive future designs with the creation of innovative chip products. Tracking the companies playing a role in these markets and communicating this outlook and vision to IDC clients will be the primary responsibility in this position. The position will be responsible for gathering and analyzing qualitative and quantitative information to create research studies that provide strategic insights and advice to our clients. Responsibilities include market sizing, forecasting, market share reporting, vendor analysis, tracking technology trends, pricing analysis, and supply/demand analysis. Other responsibilities include working with IDC analysts around the world to shape our research in networking, telecommunication and storage markets, maintain publication deadlines, and perform custom consulting. The analyst will be responsible for responding to inquiries and developing relationships within the industry including top executives and marketing managers within semiconductor and OEM accounts along with investment banking analysts and the press. The individual in this position will be expected to grow into the position quickly and expand into additional responsibilities for overall program management and business development. The ideal candidate will have 5+ years of strong writing and analytical skills, proficiency in the use of Microsoft Excel, and experience in delivering custom research. A bachelor's degree is required and an MBA is preferred. In addition to a positive attitude and great interpersonal skills, candidates with working experience in the networking, telecommunication and storage system industry will be preferred. The position requires the candidate to work out of IDC's San Mateo, California office. Some travel is expected. ***Location: San Mateo, CA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Representative - GEA, Sector Accounts (IDC)

IDC's Sector Major Sales team is seeking a Sales Representative who will be responsible for driving new sales from Sector Major accounts prospects and existing accounts. This position will report to the Group Vice President, GEA/Sector Sales. As a member of a collaborative team, the Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. A primary responsibility will be to begin and advance the IDC sales cycle on high volume basis for both existing clients as well as new prospects. The individual will be responsible for identifying new opportunities and to broaden IDC's reach within existing accounts and prospects for the outside sales team. The individual will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. The quota for this position will consist primarily of new business within the Sector Account group. Requirements for the position include 2-3 years of sales experience, along with strong written, analytical, and verbal communication skills. Excellent customer service skills are essential. Strong telephone cold calling experience is preferred. The ideal candidate will be motivated, assertive, and collaborative, as well as highly organized and a quick-thinker. Prior market research industry sales experience is helpful, but not required. This position will require approximately 10% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Events Operations Director (WEC)
IDG World Expo is seeking a motivated event professional to join its tradeshow group. The primary responsibility of the Operations Director will be to oversee all logistical aspects of multiple tradeshow events and to build and maintain strong relationships with vendors, facilities, exhibitors and sponsors. The Operations Director will have first person responsibility for show operations as well as department and staff management responsibilities. Responsibilities will include organizing and submitting show orders (AV, catering, telecommunications, equipment, shuttles, security, medical services, décor, signage, etc), maintaining updated exhibit floor plans to include expansion/consolidation/capacity levels, producing and distributing exhibitor materials (i.e. manuals, newsletters), partnering with sales and marketing staff to conceptualize, detail and fulfill marketing promotional opportunities, ensuring consistency of event brands onsite through signage, banners and décor, coordinating onsite logistics, preparing post event reports, forecasting and maintaining event budgets, and researching and recommending cost saving measures. The Operations Director will also be expected to be knowledgeable about venue rules & regulations as well as union work rules. Ideal candidates will possess 7 plus years of event industry or related experience, experience managing three or more staff members, excellent prioritization and organizational skills, budgeting and forecasting, the ability to manage multiple deadlines, ability to capture detailed information accurately, as well as short and long range planning. Proficiency in AutoCAD floorplan management and MS Office including PowerPoint required. Experience with SalesLogix and Adobe area a plus. This position will include travel to several of our events, including some weekend travel. ***Location: Framingham, MA***
Contact: A. Dros, Fax: 508-988-7972, Email: ccjobs@idg.com

Registration Manager – Temporary (WEC)
IDG World Expo is seeking a temporary Registration Manager to fill in for six months during a maternity leave. This individual will be responsible for managing all registration responsibilities for several events. Responsibilities include creating and maintaining registration pages online, print and on-site; reporting registration figures and demographic statistics; assisting with contract negotiations and ordering temporary convention staffing. Other responsibilities include ordering all registration related supplies such as event badges and badge holders as well as handling all incoming phone/email inquiries regarding registration for attendees and exhibitors. This individual must have excellent phone skills, strong customer service, attention to detail, excellent organizational skills and the ability to multi-task 3-5 years of registration or industry related experience required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: jcjobs@idg.com

CIO India

continued from page 1

"The debate was great," said **Bringi Dev**, IDG India president, "and, as expected, the CEOs faced some intense questioning from the CIO audience. One CIO even suggested that vendors should be forced to join hands and create almost absurd standards for their products. Another asked a panelist to put his hand on his heart and swear on vendor reliability."

The day ended with a gala awards dinner and the announcement of the first CIO India 100 Awards, honoring the largest, most complex IT deployments in the country. Using extensive secondary research and feedback from the local CIO community, a panel of senior members of IDG India and CIO India drew up a list of the top 300 Indian corporations from both the private and public sectors, based on revenue. A nomination form was sent out to those 300 CIOs seeking both qualitative and quantitative information on the IT infrastructures used in their companies.

CIO100
SYMPOSIUM & AWARDS CEREMONY

"After careful scrutiny, compilation and analysis of the nomination forms that we received, the editorial panel of CIO India prepared a list of the 100 largest users of information technology," Dev said. According to Dev, the CIO India 100 are responsible for a combined turnover of US$181 billion and represent such industry segments as manufacturing, services, IT, banking and finance in both the public and private sectors. For a complete list of the 100 companies, see the link with this article on IDG Central.

The awards ceremony also featured a cocktail party, formal dinner, a fashion show and a rock concert emceed by MTV India VJ Cyrus Brocha. "The idea was to create a balanced mix of work and play and provide a new and memorable format," Dev said. Attendees were also given the 2006 CIO 100 Collectors Edition compendium of columns and case studies on leadership for CIOs compiled from 2005 and 2006 issues of CIO U.S.

IDG India Chief Operating Officer **Louis D'Mello** and General Manager, Sales **Naveen Chand Singh** pitched the event to sponsors as one that would be like no other ever seen in India in terms of format, content and audience. Sixteen firms sponsored the event, including Computer Associates, Hewlett-Packard, IBM, Intel, SAP, Sun Microsystems and Symantec.

"Our corporate sponsors got, apart from the branding and visibility, a great opportunity to spend quality time with top Indian CIOs," D'Mello said, adding that no sponsors spoke or presented during the symposium, although some sponsors opted to buy exhibition space to showcase their offerings. "We got very positive feedback and high satisfaction ratings from our sponsors," Dev said.

The entire event was planned and executed by D'Mello, General Manager, Events **Rupesh Sreedharan**, the IDG India Events team and "almost everyone we could rope in to help," Dev said. "We received a lot of input and advice from the CIO U.S. team, notably from Editor-in-chief **Abbie Lundberg**, Group Publisher **Gary Beach** and Founder and General Manager of the CIO Executive Council **Mark Hall**."

The next CIO 100 India Awards and Symposium is planned for September 2007. For more information contact Bringi Dev at bringi_dev@idgindia.com.

Tips for a successful first event

Louis D'Mello, IDG India's chief operating officer, offered the following tips for getting a first-time event such as the CIO 100 Symposium off the ground.

- **Clarity of vision**. Know exactly what the end product should be.
- **Detailed planning** should be flexible and open to change, even at the last minute.
- **Ownership and commitment**. Every team member needs to be clear about his or her role and its importance.
- **Be responsive** to audience needs before, during and after the event.
- **Great sales strategy**. Make it easy for sponsors to participate, manage their expectations and then over-deliver.

IDG Ventures

continued from page 1

porate finance at Goldman Sachs. Sanderson co-chairs the Young Venture Capital Association and Venture Capital Network, two non-profit organizations with more than 1,000 venture capitalist members in Silicon Valley. Sanderson has a B.A. in economics from Hamilton College and an M.B.A. from Harvard Business School.

Rosen joined the Sprout Group's information technology group in 1996, and was named general partner in 1999. He started his venture capital career as an associate with General Atlantic Partners. Rosen has a B.S. in electrical engineering and economics from MIT and earned an M.B.A. from Stanford University.

IDG Ventures Pacific, which began investing in San Francisco in 1997, has to date invested roughly $100 million into 32 private start-ups and returned roughly $400 million to its IDG shareholders. Among IDG Ventures Pacific's successes were investments in Andromedia, BabyCenter, F5 Networks, ServiceMetrics and Spinner.com.

The new fund is currently co-located with IDG's Venture Services Group in San Francisco, which is led by **Susan Cheng**, one of the original fund's general partners.

Hot West Coast leads are welcome at pk@idgventures.com.

noteworthy people

New employees

Previously director of sales with Ziff Davis Media, **David Baron** joins IDG Connect as senior account manager. A graduate of the University of Maine/Orono, he holds a B.A. in communications. In the summer months, he teaches tennis and in the winter he tests snowboards for the WinterStick snowboard company. *david_baron@idg.com*

Anne Lee is IDC Asia Pacific's new Peripherals market analyst; she was previously a senior client service manager with GfK Malaysia. She holds a B.A. in economics and marketing from Sydney University in Australia and enjoys tennis, reading and teaching Sunday school. *annelee@idc.com*

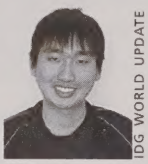
The IDG Corporate Tax group has hired **Sherrie Brogan** as a senior tax accountant, a title she held at her previous job with PricewaterhouseCoopers. She holds a B.A. in accounting from Boston College and enjoys boating, swimming and spending time with her family. *sherrie_brogan@idg.com*

Frink

PETER SHORT

IDC Framingham has hired **Kelley Frink** as a human resources assistant. She was previously an associate media planner at Digitas LLC, responsible for planning, implementing and maintaining online media programs. She graduated from Marist College in Poughkeepsie, N.Y., with a B.A. in business administration with a concentration in marketing and enjoys travel, spending time with friends and watching or attending sporting events — "pretty much any kind." *kfrink@idc.com*

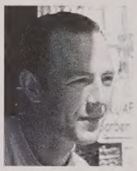
Online How-To and Reviews Editor **Valerie Potter** comes to Computerworld from CMP Media where she was a senior online editor and generated high-profile features to help drive online traffic at TechWeb, InformationWeek, and other publications. She holds a B.A. in English literature from St. Lawrence University in Canton, N.Y. and in her free time enjoys hiking and yoga. *valerie_potter@computerworld.com*



Chen

IDG WORLD UPDATE

Brian Chen is Macworld's new assistant editor. A recent graduate of the University of California/Davis with a B.A. in English and a minor in film studies, he was also a reporter and then the news editor of The California Aggie, the college's student newspaper. Away from the office he enjoys writing, music composition, filmmaking and poker. *bchen@macworld.com*



Zuidema

Vincent Zuidema has signed on with IDG Netherlands as editor of RetailPartner; he was previously editor of Digitailing, an IT retail magazine. He earned a B.A. in journalism with an emphasis on magazine journalism from the School voor Journalistiek in Utrecht. He enjoys, traveling, international politics and sailing ("when the Dutch weather is not too bad"). *vzuidema@idg.nl*

Patil

Vasant Patil is IDG India's new circulation manager, West. He was previously assistant circulation manager, West, with Jasubhai Digital Media Pvt Ltd. He earned a B.S. from D.T.S.S. College of Commerce in Mumbai and completed a diploma course in SQL and Visual Basic programming. In his free time he enjoys traveling. *vasant_patil@idgindia.com*

Amy DeVita joins InfoWorld's New Jersey sales office as regional manager, coming from Crain Communications, Inc. where she was sales manager for RCR Wireless News. She graduated from Clarion University in Claion, Pa., with a B.S. in education. Besides spending time with her husband and two children, she enjoys shopping, films and good food ("which leads to my interest in Pilates!"). *amy_devita@infoworld.com*

After running his own consulting business, **Michael Palma** joins IDC California as a senior analyst. He holds a B.A. in political science from the University of California/Riverside and an M.A. in the same subject from the University of Iowa. In his free time he enjoys photography, travel and reading. *mpalma@idc.com*

Transfers

Meijnckens

Previously brand manager for IDG Netherlands' b2b publications InfoWorld, TechWorld and ComputerPartner, **Gabriella Meijnckens** is now event manager. She is in charge of "the whole package," from concept, print and online promotion, providing lead generation, finding sponsors and locations and dealing with catering and constructors on site. "We just finished our annual ComputerPartner Congress," she said. "This was the first year our unit took on the entire project, and it was a great success." She enjoys books, gaming, music and is "a sucker for good food" and enjoys cooking. *gmeijnckens@idg.nl*

Et cetera

IDG Communications U.K. has undergone a restructuring. Managing Director **Kit Gould** said, "The benefits of having functional heads (e.g., editorial director, commercial director, etc.) across all our titles was the best option when we introduced it two years ago. The current need is for us to focus on individual brands and markets. With the increased variety of differing market conditions across our brands this will allow each area to address the requirements of its own market dynamics and act accordingly." To that end three publishing directors have been appointed and the company restructured. The PC Advisor Group, which will be headed by **Simon Jary** (previously editorial director), the Macworld/Digit Group, which will be run by **Mustafa Mustafa** (previously commercial director), and the Enterprise Group comprising Techworld, Computer-WorldUK, CIO, Database and Events will be run by Gould. "This achieves the best use of our current resources, provides well-earned career opportunities for some of our best managers and will allow me to spend more time in a publisher role with some of our newest team members and accelerate the growth rates of these parts of our business." *kit_gould@idg.com*, *sj@idg.co.uk* and *mustafa@macworld.co.uk*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Thierry Grelet *IDG France*

16
Steve Fontaine *IDC*
Duane Hampson *PC World*

15
Steve Pelosi *IDG*
Yumiko Oshima *IDG Japan*
Stephen Hendrick *IDC*

14
Jim Farley *IDC*
Maria Lindström *IDG Sweden*

13
Stephanie Faucher *Computerworld*
Sean Weglage *Computerworld*
Agnieszka Potocka *IDG Poland*
Kent Persson *IDG Sweden*

12
Sharon Stearns *Network World*

11
Mary Scanlon *Computerworld*

9
Simon Tonner *IDG Entertainment*
Brian McDonough *IDC*
Emma Kudokas *IDG Poland*

8
James Eibisch *IDC U.K.*
Deni Ahnstedt *Network World*
Sheryl Hodge *Network World*

7
Barbara Nash *IDC*
Claude Lavoie *IDC*
Camie Schneider *InfoWorld*

6
Thomas Fitzpatrick *IDC*
Linda Goldrick *IDC*

5
Rachel Desjardins *IDG Entertainment*
Daphne Tan *IDC Singapore*

4
Ian Lamont *Computerworld*
K.R. Sreenivasan *IDC Ctr. for Consultancy & Research*

3
Pooja Mudholkar *IDC Ctr. for Consultancy & Research*
Michael Gerard *IDC*
Guillermo Palou *IDG Spain*
Jenny Steele *PC World*

2
Kathryn Washburn *IDG Entertainment*
Sidney Shuman *IDG Entertainment*
Matt Wintringham *Computerworld*
Julie-Anne Maiorana *IDC*
Peter McStravick *IDC*
Amy Seitz *IDC*
James Stone *IDC*
Rose Ryan *IDC*
Amber Bouman *PC World*

1
Brett Robinson *IDG Entertainment*
David Goldberg *IDG Entertainment*
Elizabeth Mitchell *IDG Entertainment*
Mary Atchison *IDG Entertainment*
Ramon Banks *IDG Entertainment*
Wendy Man Ling Chan *IDG Entertainment*
Christopher Ward *IDC Australia*
Meredith Roberts *IDG World Expo*
Peter Farley *IDC U.K.*
Jim Ducharme *IT World Canada*
Youlian Markov *IT World Canada*
Susanne Hellfors *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

IDC CEMA Business Intelligence Roadshow
Oct. 26
Prague, Czech Republic
http://www.idc.com

Computerworld Storage Networking World
Oct. 31-Nov. 3
Orlando, FL
http://www.snwusa.com

CIO|07: The Year Ahead "Issues. Ideas. Impact"
Nov. 5-7
http://www.cio.com/conferences

InfoWorld's SOA Executive Forum
Nov. 7-8
New York City
http://www.infoworld.com/events

APEC CEO-CIO Summit and Awards
Nov. 7-12
Hanoi
Vietnam
http://www.idg.com.vn

Network Application and Acceleration
Nov. 7 (Austin, TX)
Nov. 9 (Washington, D.C.)
http://www.networkworld.com/events

IDC CEMA Business Intelligence Roadshow
Nov. 7
Istanbul, Turkey
http://www.idc.com

Vietnam e-Government Symposium
Nov.9-11
Hanoi, Vietnam
http://www.idg.com.vn

Network Security Forum
Nov. 13-14
Chiyuda-ku, Tokyo
http://www.idg.co.jp/english/event

IDC's Service-Oriented Architecture Forum Midwest
Nov. 16
Chicago
www.idc.com

Business Blog & SNS World
Nov. 16-17
Chiyuda-ku, Tokyo
http://www.idg.co.jp/english/event

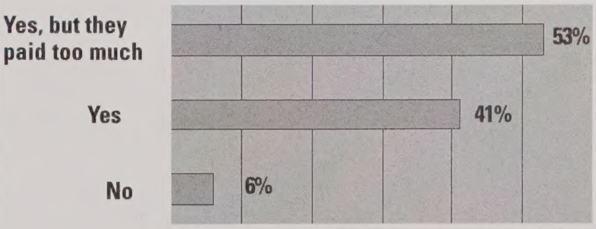
ROCS
Nov. 21-24
Bucharest, Romania
http://www.idg.ro

Third Forum for Broadband Services
Nov. 21-22
Warsaw, Poland
http://www.computerworld.pl

Business Continuity Management Conference & Expo
Nov. 21-22
Shinjuku-ku NS Bldg.
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event

Question of the Week results for Oct. 16

Was Google's acquisition of YouTube a smart business move?



Log on to www.idgcentral.com to vote on this week's question: Should IDG follow the lead of companies like CNET and Reuters and establish a presence on secondlife.com?

celebrating 10!

Name
Rodney Barnes

Home
Dublin, Calif.

Joined PC World
December 1994 as a Technician.

Current title
Network Manager. The job involves using hardware and software tools to ensure network availability for our clients, backing up the servers for PC World and Macworld, processing invoices and help-desk support for PC World and Macworld.

Best part of your job
The challenges of network troubleshooting and working with a great team of individuals.

Most memorable moment at work?
Playing Santa for Pat McGovern during one of his Christmas visits.

Best way someone could compliment you on your work?
"Thank you so much."

Best compliment you've ever received on your work?
"You make it look so easy."

Interests outside the office
I really enjoy Amateur Radio (call sign KC5A), computers (we have three in our living room) and helping non-profits resolve their computer problems.

Family
I've been married 31 years to Beverly, and we have two children, Nicole, 16, and Charles, 25.

What's the most rewarding thing you've ever done, in the office or outside it?
For several years I worked at Shepherds Gate, a woman's homeless shelter, as their computer support person. It gave me an up-close view of troubled relationships and women's issues.

Of what accomplishment at work are you most proud?
Being a member of a team that does its best to ensure network availability for our clients every day.

Favorite non-IDG Web site
http://www.drudgereport.com

What book is on your bedside table?
The Bible.

What talent do you wish you had?
I wish I could sit down at a piano and play what ever music was put in front of me.

Dream destination
Visiting Israel with the family.

Five people , living or dead, you'd invite to a dinner party?
Jesus, Moses, my wife, daughter and son.

*PC World's **Rodney Barnes** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

Last good deed?
Recently our family attended a family camp outside of Santa Cruz, Calif. My wife, daughter and I were sleeping in a one-room cabin. On the first night, about 1:30 a.m., my daughter said she could not put up with my snoring any longer. I ended up sleeping in the car.

As a child, what did you want to be when you grew up?
A rancher in Texas.

First job?
I was a stockman at a Jack and Jill grocery store in Nebraska.

Most prized possession
My wedding band.

Favorite place to shop
Ham Radio Outlet in Oakland, Calif.

Favorite celebrity encounter
I saw Harry Morgan, who played the commander of the 4077th MASH unit on TV, at the Los Angeles airport.

Favorite movie
"The Passion of the Christ."

Favorite gadget
MP3 player.

The morning after winning the lottery you would
Come to work because I enjoy working here.

Manager's profile
"Rodney is one of the most dependable and sincere people I know. He has a way of comforting people in stressful situations, and I can always count on him to think of creative solutions when we're in a jam. His resourcefulness, friendly attitude, willingness to learn new things and genuine interest in technology make him a pleasure to work with and an essential member of our team."
—*Norman Noble, director, information technology, PC World*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Eric Prothero *IDC Latin America*
Cris Tiscar *IDC Brazil*
Renato Troya *IDC Peru*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Content aggregation fuels IDG Entertainment's Web strategy

Custom-built tools aid effort to gather best content from across the Web

Not so long ago the idea of sharing content with competitors was as foreign to most publishers as asking readers to write the product reviews. But today, many publishers are moving to embrace a new digital model — one that seeks to maximize page views and unique visitors by providing users with the richest possible online experience, regardless of whether that experience is created entirely by a publication's own editorial staff or incorporates contributions from readers, vendors, other third parties, and even other publishers.

PLANNING TO PLAN

*IDG Entertainment's online product development team includes (l-r): Associate Web Developer **Sui Mak**, Senior Web Designer **Justin Lewis**, Associate Web Developer **Elizabeth Mitchell**, Director of Online Product Development **Craig Eastman**, Lead Developer **Jason Klingstadt** and Web Developer **Brian McKenzie**. Not pictured: Executive Producer/Online **George Jones**.*

Nowhere at IDG is this philosophy being more actively embraced than at IDG Entertainment. The company currently offers readers a network of five sites, each with a different focus — including one that features reader-contributed gaming FAQs, strategy guides and walkthroughs — but all embracing, to a greater or lesser extent, the idea that it is the unique experience built around the content — not necessarily the content per se — that keeps readers coming back for more.

"We want to provide our visitors with all the information they need within one network of sites, re-

continued on page 5

IDG publications take home nine awards — four gold — from Folio

EDDIE AND OZZIE AWARDS

HOWARD SHOLKIN

*L-R: **Tom Sullivan**, InfoWorld, **Don Tennant**, Computerworld, **Harry McCracken**, PC World, and **Dan Martin**, Macworld, at last week's Folio Awards in New York.*

Macworld, Computerworld, InfoWorld, PC World and CIO were recognized for outstanding editorial and design quality at last week's annual Folio

continued on page 2

Inside this issue

One on one: IDG Entertainment President Dan Orum *page 3*

CXO Media presents two employees with President's Awards *page 7*

Celebrating 10: Computerworld's Julie Lynch *page 8*

IDG Sweden, IGS reach for potential customers in Taiwan

In an effort to identify new sources of advertising revenue, IDG Sweden collaborated with IDG Global Solutions (IGS) and a Swedish government agency to organize an event in Taiwan called "The Booming Scandinavian ICT market: Exploring Business Opportunities in the Nordics."

The Oct. 5 conference in Taipei attracted 110 executives primarily from IT companies, eclipsing the original goal of 50 attendees. The majority of them were marketing VPs and CEOs from smaller companies. The half-day event showcased the robust Scandinavian IT market, described how companies can take advantage of Swedish technology and solutions and outlined how many companies from Asia have established sales offices, engineering and customer support centers and other operations in Scandinavia.

"Because Sweden is a small country, we chose a

continued on page 2

Sweden

continued from page 1

北歐，飛躍的資通訊市場與

IDG employees and guests take a quick break during the event. (L-R): ***Allisha Lee****, IGS Taipei; Samuel Hsieh, Draytek;* ***Joe Padron****, IDG Sweden; Jessie Lee, SIS; Anders Berglund, IDG Sweden; Alice Huang, Draytek,* ***Cian Chu****, IGS Taipei;* ***Fredrik Bernsel****, IDG Sweden; Ann Wong, SIS, Julia Su, Draytek;* ***Ping Chiang****, IGS Taipei.*

strategy of promoting Sweden and Scandinavia as an interesting IT market, and to position us [IDG Sweden] as the vehicle for marketing in the region," said **Fredrik Bernsel**, IDG Sweden's online director. Bernsel, who spoke about the health of the Scandinavian market, said that the Swedish IT market has a projected growth rate of 4.5% to 6% for the next two years, and mobile phone penetration is 108%.

CIO Sweden Sales Manager **Joe Padron** and former IDG Sweden Sales Director Anders Berglund worked with Bernsel to develop the agenda along with Invest in Sweden Agency, a government office that educates foreign investors about business opportunities. "IGS Taipei, led by Chief Consultant **Cian Chu**, did a great job attracting the right decision makers to the event," Bernsel said.

Other speakers included representatives from several Nordic companies, including Ericsson, Asustek Nordic and Anoto.

"We got several very good contacts, and we're working on creating a few deals as a result of the meeting," Bernsel said.

Write to bernsel@idg.se.

World Update is available as a PDF

IDG employees can receive IDG World Update in a low-res PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

Got news? Ideas? Let us know!

The editors of IDG World Update welcome story ideas, information about new employees or promotions and other suggestions for World Update or IDG Central. Write to world_update@idg.com.

Folio awards

continued from page 1

awards ceremony in New York. Between them, the publications took home nine awards, including four gold.

The Eddie editorial awards and Ozzie design awards are based on how well publications fulfill their mission statements, the quality of their content and how the overall design supports their mission. Publications and Web sites were recognized in 84 categories.

"IDG publications earned nine awards, placing us among the elite in the media world in the Folio program," said IDG Communications President **Bob Carrigan**. "This honor recognizes the hard work and accomplishments of journalists and designers across our company."

IDG publications were honored as follows:

Macworld: A gold for Best Feature Design for "Tiger's Secrets" in the October 2005 issue and a gold for the May 2006 issue in the consumer Technology/Computing category.

Computerworld: A gold for best b-to-b editorial in the Technology/Computing category.

InfoWorld: A gold for Best Cover design.

PC World: A silver for editorial excellence in the consumer Technology/Computing category, silver and bronze for best use of Digital Imagery for "Get More Out of Your PC," in the March 2006 issue and "The Best (And Worst) ISPs" in the June 2005 issue, and a bronze for Media Kit design.

CIO: A bronze in the Feature Design category for "Federal IT Flunks Out" in the May 15, 2006, issue.

Briefly noted

- Advertising Age recently released its **Top 300 Magazines** list, which ranks publications by advertising and circulation gross revenue for 2005. IDG publications on the list were PC World (#94), Network World (#116), InfoWorld (#141), Computerworld (#163), Macworld (#209), CIO (#217) and GamePro (#249). The top-ranked magazine was People.

- In September, **IDC had 1,412 worldwide media mentions**, 76 top-tier U.S. business press mentions and 176 mentions in Wall Street brokerage reports. Gartner's totals for the month were 1,276 worldwide mentions, 111 U.S. business press mentions and 160 Wall Street references. IDC's totals for FY2006 were 17,614 worldwide media mentions, 1,017 top-tier U.S. business press mentions and 5,002 mentions in Wall Street reports.

- Since it acquired MIS magazine from Fairfax Business Media in August, **IDG U.K.** has been busy transitioning the publication to the CIO brand, with the official name change slated for the November issue. MIS did not previously have an online component, and in early October, IDG U.K. launched http://www.cio.co.uk for IT directors and C-level personnel interested in the strategic issues surrounding the use of technology.

the interview

one on one

Dan Orum
The president of IDG Entertainment is this week's columnist. Reach him at dorum@idg-entertainment.com.

> *"Media companies must shift their focus toward original content development, aggregation of the best commodity content and embracing and developing relevant user-driven content."*

Q Briefly, what is IDG Entertainment's online strategy?

A IDG Entertainment's strategy is to provide an intelligent aggregation of the best original, user-driven and third-party content and services in the games and entertainment space. This same strategy holds true for our print products as well. Our aim is to create the best package of content available for our loyal users. In addition, our investments in digital development at the platform/database and application levels afford us the ability to rapidly deploy new products that continue to evolve the interactive user experience, maximize audience reach and grow the company.

Q What is driving IDG Entertainment's push toward content aggregation?

A Content aggregation is a recognition that in today's digital world, news and product information are pervasive and have rapidly become a commodity for end users. Creating commoditized content is no longer a viable business model in today's digitally focused world. That said, there is tremendous value in providing an editorial filter to that vast array of content available on the Internet and providing what we call an intelligent aggregation of the most useful information in one place. Is that by itself enough? No, but it does provide a valuable information service for end users and allows our company to use its precious content development resources for creating and layering original content and drawing out user-driven interaction on our Web sites.

Q So content is a commodity?

A The Internet has allowed product information to become a commodity. In today's world, when a video game is released you can find 50 to 100 reviews of that game within a week and perhaps as many as 500 within a month including the points of view of end users themselves. Media companies must shift their focus toward original content development, aggregation of the best commodity content and embracing and developing relevant user-driven content.

Q I read an article in which you were quoted as saying that there really aren't competitors online. "If you're worried about [competition] in the Internet business, you won't be in business very long." What do you mean by that?

A The Internet has allowed everyone to express a point of view. Companies that fight this notion rather than embrace it will not be able to successfully compete. The value that a talented editorial staff can bring to the table is in harnessing the vastness of content available on the Web, packaging it and adding point of view. They should not try to own the entire process to the exclusion of great stuff created by competitors or end users.

Q In light of your move into content aggregation, how do you differentiate the IDG Entertainment brands?

A Content aggregation is just one aspect of our strategy that we use in conjunction with original and end-user content to rapidly deploy branded IDG Entertainment sites. For instance, we aggregate GamePro video game cheats, third-party partner strategies and end-user strategies to create Gamerhelp.com. Games.net aggregates news, reviews and previews from competitive sites, cheats and strategies from our own Gamerhelp, downloads and video trailers from third-party partners and adds in original video-based programming. GamePro.com remains our core content and community site with tremendous focus on creating content that drives users to make valuable content contributions to the site.

Q What are some of the most successful ways that IDG Entertainment is working to build community among its readers?

A We have provided users with a myriad of options for providing content to our sites over the past several months including the ability to comment on all forms of content, write user reviews, ask questions directly to our experts, build robust personal profile pages that include personal customization, blogs, image gallery functionality, a point-driven ranking system that rewards users who contribute the most (and best) content, custom avatars and robust forum functionality.

The newly revamped GamePro.com is currently receiving over 2,000 user-generated content contributions every day compared to just 125 user content contributions daily before our relaunch in May. This number has doubled since July alone and is currently on pace to deliver nearly 750,000 user content contributions annually. GamePro.com forum page views have grown from 35,000 in April to nearly 650,000 in October. When you see this type of growth via user-generated content, it's obvious that traditional media strategies that rely heavily on original content must adapt to succeed in the rapidly evolving digital media environment.

Newest IDG Entertainment site will target parents

IDG Entertainment offers five separate sites — soon to be six when GameProFamily.com launches in November — each of which maintains a specific content focus but all of which share the company's central content database. Content may appear on one or more sites depending upon their purpose and audience. "For example," explained IDG Entertainment Director of Online Development **Craig Eastman**, "GamePro and GamerHelp share cheats content, but GamePro is primarily a community, news and review site. Meanwhile, GamerHelp focuses on user-submitted strategies and features strategy-related content." The sites include:

GamePro.com
For more than 10 years, GamePro.com has accompanied and complemented its sister publication GamePro magazine. GamePro.com has very strong and loyal community and features editorial authority in its video game reviews, previews, features and news stories.

GamerHelp.com
GamerHelp.com is a gaming strategy site offering user-submitted/authored video-game strategy guides and walk-throughs on all gaming platforms. Tested and untested cheats are provided by IDG Entertainment's database of tips, hints and codes.

Meet the IDG Entertainment Online Product Development team

Craig Eastman

Director of Online Product Development

Basic job description/specialty
I direct development of all online products. Before, during, and after, I make sure sales, marketing, and editorial are all happy.

Years with IDG 9

Quote Lead, follow, or get out of the way.

Jason Klingstedt

Lead Developer

Basic job description/specialty
Web site information architecture, UI analysis and implementation. Specialties include XHTML, CSS, Javascript, Standards-Compliant Web development.

Years with IDG 5

Quote "Leather pants is who I am, I go grocery shopping in leather pants." — *Kasey Haze, rockandrollconfidential.com*

Justin Lewis

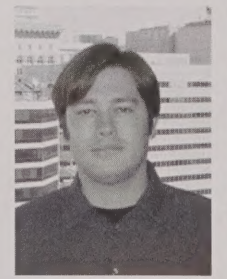
Senior Web Developer

Basic job description/specialty
CMS development, data architect, special systems development, Oracle Data wrangler, video application development, problem solver and blogger.

Years with IDG 2

InterWeb prediction In six years, text on the Internet will be retro.

Brian McKenzie



Web Developer

Basic job description/specialty
Community Application Development

Years ith IDG 2

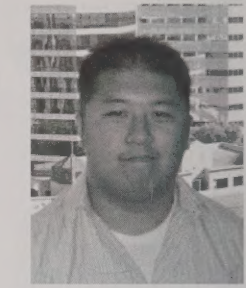
Words to live by The problem with troubleshooting is that trouble shoots back.

Address change for IDG Entertainment

As of Dec. 1, IDG Entertainment will be located at:

501 Second Street, Suite 114
San Francisco, CA 94107
Tel: + 415-243-4112, Fax: +415-974-7304

Sui Mak



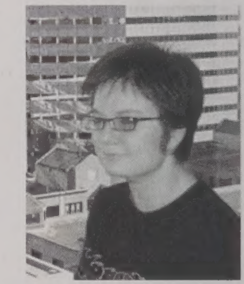
Associate Web Developer

Basic job description/specialty
CMS tools developer

Years with IDG 2

Quote: I love the Internet. Anything and everything is at your fingertips.

Elizabeth Mitchell



Associate Web Developer

Basic job description/specialty
Pixelpusher and CSS monkey. I create skins, advertisements, contests microsites, e-mail blasts, and other digital miscellany for GamePro, Games.net, and Level-2. Sometimes I help Jason tweak the layouts in CSS.

Years with IDG 1

InterWeb observation Joseph Conrad said that the mind of man was capable of anything because everything was in it, all the past as well as all the future. Had he lived to see the Internet, he might have swapped "the Internet" for "the mind of man." It contains everything and seems capable of anything.

George Jones

Executive Producer, Online

Basic job description/specialty Direct and focus all content for IDG Entertainment's network of Web sites as well as GamePro Magazine.

Years with IDG Six months

Quote "Just because something's not broken, it doesn't mean you shouldn't fix it."

How do you like them numbers?

In May, IDG Entertainment unveiled a major redesign of GamePro.com at the Electronic Entertainment Expo. Since then, the company has been racking up some impressive online gains. Some hightlights:

- Since Games.net was built in May 2005, 32,199 pieces of content have been matched to Global IDs.
- Comments on GamePro.com News (launched in May): 22,122.
- Registrations to date: 250,742; 7714 new registrations since the redesign.
- GamePro.com unique user page views per day: 4.8 in April, 7.1 in September.
- 2,426 FAQ submissions from users to date on GamerHelp.com.
- User reviews: 17,499 total to date.

October 30, 2006

Associate User Specialist (CXO)

CXO is seeking a highly motivated and enthusiastic entry level support specialist to join its IS department. The ideal candidate will have excellent communication and customer relation skills. The Associate User Support Specialist will ready desktops, laptops and MACs, installing the necessary software, configuring the system, testing the configuration and delivering the systems to end-users. You will identify and work to resolve application and system usage and technology problems. Ideal candidates will be entry level, excited to learn, and have general computer knowledge.
Location: Framingham, MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Solutions Architect (CXO)

CXO Media and Computerworld, publishers of CIO.com and CSOonline.com and Computerworld.com are seeking a Senior Solutions Architect to lead the development of web applications and services delivered to its users throughout its network of leading business-to-business web sites. The ideal candidate will be a self-starting, innovative and solutions-oriented team player able to understand business objectives and translate product and UI requirements into a working product. The Senior Solutions Architect will define architecture, implement offerings, and take a leadership position working with a great team of engineers. The successful candidate will have 5+ years successful track record of designing and developing complex, multi-tiered, high performance Web applications, will have proven leadership abilities and will possess strong verbal/written communication skills. This position requires: 5+ years experience in building J2EE web applications (using JSP, JDBC, servlets, struts, tiles); 5+ years LAMP stack experience (LAMP = Linux, Apache, MySQL, Perl/PHP); at least 2 years of experience with JUnit, Hibernate, CVS, Ant, Tomcat/Resin, Eclipse and Oracle; knowledge and use of Object Oriented Design Principles, Design Patterns and UML; and experience with Unix and Linux operating systems. Preferred experience and skills include: experience in SOA, XML, Maven and Software Configuration Management (SCM); and experience and exposure to database publishing (InterWoven) is a definite plus. Professional versatility and agility and a strong interest in making your mark at a respected and leading company in the industry will make you a great match for this position.
Location: Framingham, MA
Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Web Systems Administrator (CXO)

CXO Media and Computerworld, publishers of CIO.com, CSOonline.com and Computerworld.com are looking for a highly motivated Web Systems Administrator to join the Online Publishing Group. This individual will be responsible for building a hardware and network infrastructure across the entire online application environment and establishing processes and procedures to ensure a productive and efficient infrastructure environment. The Web Systems Administrator will bring prior success maintaining configuration control of large, complex web applications. He/she will establish a set of best practices and help lead a transition to a highly automated and stable environment. This individual will be responsible for: Tier 3 troubleshooting of UNIX server operating systems, hardware, and supported services and applications; routine systems monitoring and admin; adjustments and upgrades to UNIX servers; producing and maintaining system documentation; diagnosing and performance tuning of systems; maintaining and implementing OS upgrades and security patches; monitoring tools to maintain real time and historical reporting; supporting Backup and Recovery and Disaster Preparedness; complying with defined change control process; and evaluating, recommending, and/or implementing new technologies. This position requires strong leadership, a hands on willingness to get the job done, and the ability to pair outstanding detail orientation with an understanding of the business goal. The successful candidate will have 3+ years experience in software engineering; a Bachelors degree in CS, IT or similar; 2+ years script writing (Perl, Bash, UNIX Shell Scripting, Windows Scripting, etc.); and experience with Linux and Windows, UNIX and NT system administration. Experience with the latest SCM and management tools is a definite plus. The position requires a results-oriented individual with a proven track record for producing work estimates and schedules that are met consistently. This is an opportunity for a dedicated systems professional to contribute instrumentally to the development of a leading edge online environment for a highly respected company in the forefront of its industry. ***Location: Framingham, MA***
Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Marketing/Clients Relations Associate (CXO)

CXO Media is looking for a high-energy, detail orientated, customer-focused individual to provide customer support for CIO and CSO magazine's Executive Programs. This position oversees fulfillment of corporate client's sponsorship deliverables. Key responsibilities include interfacing with client executive and event marketing teams to provide top notch customer service, while serving as the sponsor's advocate within CXO Media. This position will work closely with Executive Programs, sales, and marketing teams. Duties include tracking of deadlines and deliverables, audience acquisition assistance, web site management; invoicing and aiding sponsor in developing all hospitalities, speaking opportunities, marketing materials and other collateral. Ideal candidates will have excellent communication skills, strong phone experience, a tenacious customer service orientation, and experience working with external customers. Event and/or sales experience a plus. Some travel needed. Also needed is a strong working knowledge of Microsoft Office Suite, and Lotus notes, Adobe, some experience with databases, Quark/InDesign and a minimum of 3-5 years business experience. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Web Designer (IDC)

IDC's Interactive Products and Services group is seeking a Web Designer with strong visual design and HTML/CSS/JavaScript coding skills. The Web Designer's activities will range from small design tasks such as producing web-optimized graphics and implementing minor website updates, to larger design projects such as creating interface designs, wire-frames, prototypes, and fully functional interface code (e.g. HTML, CSS, JavaScript). This is a collaborative role that must interact well with product managers, business analysts and developers. The Web Designer must be a proficient website designer, a good communicator and an energetic team member. Strong problems solving and project management skills are required. User-centered design and usability experience is preferred. Strong computer skills and a willingness to stay current on emerging technologies and design techniques are a must. Position requirements: A bachelor's degree in graphic design, computer science or equivalent; 3-5 years of web interface design experience, preferably in a business-to-business context; Highly skilled at semantic HTML, CSS & unobtrusive JavaScript, with ability to hand-code; Experience in creating original user interface designs and graphics; Experience with email message/newsletter design is preferred; Experienced in the latest versions of Photoshop, Illustrator and Dreamweaver; Experience with coding (user interface layer) within a dynamic web environment – such as JSP, PHP, ASP preferred; Familiarity with interface design basics, such as site architecture, user experience, color theory and file formatting; In-depth knowledge of cross-browser compatibility with broad-based knowledge of Internet best practices. ***Location: Framingham, MA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Web Design Manager (IDC)

Interactive Products and Services is seeking a Web Design Manager, who is highly collaborative with a strong art, brand, user interface, and management skills to manage a staff of full-time and contract web designers. Must be familiar with user-interface and information architecture principles and how to design web sites with complex information and functionality. Responsibilities will include producing designs, HTML/Photoshop/paper prototypes, wire-frames and various graphics for Web sites and creation of Web site templates/navigation and layout. This position will also be responsible for implementing designs and change requests upon approval. This is a design-focused position. Must be an effective communicator with an ability to explain technical issues in everyday language. The Web Design Manager must also be able to effectively translate ideas in to reality and excel at detail organization. Strong computer skills and a willingness to stay updated on emerging technologies is a must. Success depends on a solid blend of expertise, strong conceptual and creative skills, as well as outstanding design skills. A bachelor's degree in computer science, graphic design or digital media or equivalent is preferred. 3-5 years of managing a creative team or equivalent experience. Must be HTML, XHTML, DHTML, CSS and JavaScript expert committed to standards based web design. Needs to demonstrate depth of experience in copy/design integration, typography and interactive interface design. Experience in creating original user interface designs and graphics. Must have portfolio of relevant work. Needs expertise in the latest versions of Photoshop, Illustrator, Dreamweaver, and all other relevant design software. Proficient with a text-based html editor and in developmental languages such as HTML and JSP. Experience and understanding of site architecture, user experience, color theory and proper file formats. Expertise in current Internet standards, including Web browsers and browser specifications. Ensure that all web sites are accessible from a variety of different platforms, screen depths and other constraints. Broad-based knowledge of Internet best practices across multiple industries (Healthcare, Financial Services, Manufacturing, Energy, Government, Retail, etc). ***Location: Framingham, MA***

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Application Developer (IDC)

International Data Corporation has an opening in its Framingham, Massachusetts office for the position of Application Developer. Play a key role in system design and development on all of the Company's software platforms. Responsible for several pieces of a design including front end, back end and business logic. Creates and enhances software applications. Must possess at least a bachelor's or its equivalent in Computer Applications, Computer Science or a related field and relevant work experience. Must possess at least three years of experience with JAVA, and one year experience with PL/SQL. Must also possess experience leading a technical team through technical design process, application framework either with Struts or Spring and utilizing development tools either Eclipse or NetBeans. Forward resume to Leslie L. Bachand, Senior Benefits Specialist, International Data Corporation, 5 Speen Street, Framingham, MA 01701. ***Location: Framingham, MA***

Contact: L. Bachand, Fax: 508-935-4432, Phone: 508-935-4624, Email: lbachand@idc.com

Online Ad Operations Assistant (IFW)

InfoWorld.com has an exciting opportunity for an organized and energetic Ad Operations Assistant to join the InfoWorld Online Sales Operations team. The Ad Operations Assistant will work closely with Ad Operations, Online Sales and Project management to ensure all banner, lead gen and online custom programs are optimized and fulfilled. In this position, you will be responsible for trafficking all deliverables including banners, newsletter copy and other lead gen and webcast materials. The Ad Ops Assistant will also assist the Ad Ops Manager with posting creative in Dart, managing online inventory and providing full reporting. The ideal candidate will have an ad operations background and/or project management background and a strong working knowledge of DFP. Candidate must have 2 years experience in operations, possess strong MS Excel skills, be highly organized and self-motivated. BA degree preferred. ***Location: San Francisco, CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Account Executive (NWI)

The Account Executive will be responsible for generating new business and servicing existing business by identifying and selling online and print advertising to small and medium sized business in high tech. This position is located in our San Francisco office and will work in conjunction with our Regional Ad Directors to make daily outbound calls to prospects and will be responsible for communicating and presenting Network World's offerings (online, print and events), plus closing new accounts. Candidates must have 1-2+ years of experience in online marketing/advertising, basic knowledge of interactive advertising with regard to positioning and technology, ability to quickly build knowledge of online media, marketing and advertising sales and the ability to perform well under pressure. Undergraduate degree or equivalent, effective writing and communications skills a must. Proficiency in MS Word, Excel, PowerPoint, etc. required. ***Location: San Francisco, CA***

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

IDG

Current Jobs, Week of October 30, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Channel Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Events	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network Operations Manager	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Advertising Operations Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Prod	Production Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Conf	Marketing/Client Relations Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Staff Writer	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	HR	Assoc HR Rep/HR Rep	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Associate User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Senior Online Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Senior Solutions Architect	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Research	Editorial and Marketing Research Analyst	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Relationship Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Tech	Chief Technology Officer, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web System Administrator	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
IDG						
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	HR	Benefits Administrator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Entertainment						
	Edit	Games.Net Editor	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Sales Manager, Midwest	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Global Solutions						
	Bus Dev	European Online Business Developer	Staines UK	Piper Sheer	piper_sheer@idg.com	508-935-4791
IDG Research						
	Research	IT Market Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Edit	Associate Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Events	Conference Content Manager	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Online	Online Ad Operations Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
Network World						
	Edit	Staff Writer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Development Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Business Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Media Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Site Producer	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Account Executive	San Francisco CA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Ad Traffic Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Media Assistant	Oakland CA, Southboroug	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Edit	Senior Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Sales	Account Manager	East Coast	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Sr. Conference Producer	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Events	Registration Manager (Temporary)	Framingham MA	Sara Scogland		
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Admin	Group Operations Coordinator	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Hardware	San Mateo CA	Jim Klepper	jklepper@idc.com	508-935-4143
	Consulting	Consulting Director, Vertical Markets Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Market Model Programmer	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Consulting	Project Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Cust Serv	Sr. Client Services Representative, Enterprise Major Accoun	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Marketing	Associate Marketing Specialist, Software and Services Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Digital Media and Entertainment	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, IT Outsourcing and Utility Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Procurement and Supply Chain Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Collaborative Computing	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, ROI	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Semiconductors: Networking, Broadb	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sales Manager, Consulting Sales, Industry Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Industry Major Software	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative - GEA, Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Enterprise Sector East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Application Developer	Framingham MA	Leslie Bachand	lbachand@idg.com	508-935-4624
	Tech	Product Manager, WW Trackers & Forecasters	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Designer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Government Insights						
	Admin	Group Operations Manager	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

Games.net
Games.net delivers a highly interactive user experience with comprehensive coverage of gaming information from across the Web. The site combines aggregated and original content, plus unique features such as top-10 lists, feature commentaries, and Net News links, video, and functionality. A major redesign of the site is planned for this fiscal quarter.

BlogFaction.com
Blogfaction.com is a network of personality-driven blog sites with a focus on games. Each maintains an individual editorial style and offers an array of topics of interest to its editor(s) and staff. The sites highlight blog updates and feature standardized blog functionality such as reader comments, archives, and recent posts, all of which use a custom blog application tied to the IDGE CMS.

GameDownloads.com
Using a similar aggregation model, GameDownloads.com focuses on only downloadable files for video gaming enthusiasts. Using internal content as well as third-party contributions, GameDownloads offers PC game demos and patches, video game trailers, game play footage, Games.net video features, trial games and more.

GameProFamily.com*
A site geared toward empowering parents with easy-to-use, interactive editorial tools for making the right consumer choices for the video gaming family. (*November 2006 launch)

IDG Entertainment

continued from page 1

gardless of whether it is our content or our competitor's content," said IDG Entertainment President **Dan Orum**. "Visitors to Games.net trust us to find the most relevant information from across the Web and present it to them with a layer of compelling and entertaining original content on top, which adds personality that brings them back to us time after time."

"In our market, there is a ton of similar content out there," said Director of Online Product Development **Craig Eastman**. "If a developer releases a new game for the Xbox 360, there could be up to five reviews available the same day. So by aggregating, or collecting the best of this content, whether it's written by us or by someone else, we can focus our resources on more exclusive and/or original stories and concepts," he said.

Content aggregation is achieved via a custom-built content matching system that relies on a universal product ID system. All products, such as video game titles, gaming peripherals, consoles, etc., are entered into a product database table and assigned a global ID number. This task is accomplished using a mixture of automation and manual input via the CMS/production toolset. All original IDGE content is also assigned to a global ID, which attaches that article to its appropriate product or products. Built by the IDGE online product development team, the custom CMS can also bring in third-party content, via a set of custom matching tools, and connect related content to specific products.

> *"In our market, there is a ton of similar content out there. If a developer releases a new game for the Xbox 360, there could be up to five reviews available the same day. So by aggregating the best of this content, whether it's written by us or by someone else, we can focus our resources on more exclusive and/or original stories and concepts."*
>
> *— Craig Eastman, director of Online Product Development*

To facilitate this process, IDG Entertainment works with partners and traditionally competitive sites to improve the automated process of adding their content to the IDGE network. Currently, custom XML feeds are driving the content-sharing automation process. To date, GameTrailers, GamersHell, TryGames and MYGamer have automated feeds optimized for IDGE's matching tools. The process works both ways with IDGE sending its content feeds to sites such as GameTrailers.com, Ask.com, GameTab.com and Game Revolution, Eastman said.

"Using this universal product ID strategy, combined with IDGE's Cold Fusion MX application framework allows IDGE to rapidly deploy multiple sites, each focusing on particular content types, while sharing not only internally developed editorial, but links to third-party content," Eastman explained. "The ability to deploy multiple sites is then unhindered due to content restraints, and the process allows us to re-focus our resources on what is unique and in demand. A great example is the upcoming launch of GameProFamily.com , which will offer product-related content from our central database, shared production tools and community applications, with a unique editorial spin from the parent's voice."

By aggregating content, the IDGE content staff can focus on providing commentary concerning all editorial in the industry regarding particular products and/or industry trends, Eastman explained. "This includes content such as personalized blogs, original video features, extended news coverage (with commenting tools), and expanded editorial features — all of which use the custom CMS toolset, and seem to be more in demand and sought after by users and other aggregation sites."

To illustrate how the content aggregation scheme works, Eastman cited the example of Halo for the PC. "While Halo is a huge title in the industry, the PC version isn't quite the draw that the Xbox version is," he said. "When it launched, GamePro provided the ever-valuable review of this title, Games.net aggregated four competitive reviews, three downloadable demos, eight PC downloadable patches, nine user reviews, and then complemented this information with more original content including 27 screenshots, features and news — approximately 60 pieces of content, with six produced in-house.

"It's important to note that the universal product ID and aggregation model are in no way meant to cheapen the editorial quality of our network," Eastman said, "but to provide a much richer user experience by offering targeted, cumulative content, while providing unique, original, exclusive content without saturating the market with 'more of the same.' The faster and better we can master this model, the quicker IDGE can move to new vertical markets and adapt this strategy to new audiences and content types — increasing overall reach and editorial depth."

For more information, contact Craig Eastman at ceastman@gamepro.com.

noteworthy people

Promotions

PC World Business Projects Coordinator **Angela Beaudoin** has been promoted to sales and research specialist. "Angela has worked with many of us over these past years on a vast number of projects including research," said **Michael Carroll**, PC World VP/publisher. "Angie will be overseeing our research initiatives and will now be the primary point of contact for all of PC World's research while also working with Macworld on their research. Angela has had many responsibilities here at PC World — sales associate to many of our reps, coordinating projects such as sales meetings and custom publishing and assisting in the training of our new sales associates and reps. She has always been out in front and ready to do whatever it takes to make PC World more successful. Taking on this new role she will be able to call upon all her roles in the past to deliver just what PC World and Macworld need from a research department — results!" *angela_beaudoin@pcworld.com*

PC World Senior Account Manager **Kathy McKay** has been promoted to the new position of associate publisher, East. "Kathy started with us in January 1996 as Midwest account manager. She was promoted to senior account manager and added the Northwest and Southwest territories to her responsibilities," said **Jeff Edman**, PCW president/CEO. "She supervised our non-endemic sales efforts in Detroit, which accounted for nearly US$1,000,000 in business back in the '90s. Speaking of millions, Kathy has closed two issues during her illustrious PC World career with more than $1,000,000 of ad revenue in each." *kathy_mckay@pcworld.com*

New employees

IDG World Expo's new VP/Operations is **Rich Feeley**. He was previously director of building services with the Massachusetts Convention Center Authority and also worked for the 1996 Summer Olympics, the 2004 Super Bowl, the World War II Memorial Dedication and former President Bill Clinton's Digital Divide Tour. In his free time he enjoys travel and skiing. *rich_feeley@idg.com*

Freeman

Amy Freeman joins CXO Media as project manager with the Custom Integrated Media Solutions team. She has an extensive background in senior marketing and project management positions within the financial and high-tech recruitment industry. She holds an M.B.A. in marketing from Bentley College in Waltham, Mass. Away from her desk she enjoys running, tennis, cooking for friends and family and playing soccer with her children. *afreeman@cxo.com*

IDC Indonesia has hired **Tony Hendrawan** as an associate analyst for the Peripherals research group. Prior to joining IDC, he worked for manufacturing companies and was responsible for product quality and enhancement. He holds a degree in industrial engineering from the Institute of Technology in Bandung. During his free time, he enjoys catching up with friends, listening to music and is a huge fan of sports, especially the Juventus soccer team. *thendrawan@idc.com*

Previously a telecom corporate account manager, **Andi Handoko** joins IDC Indonesia as an associate analyst with the Personal System group, handling PC and monitor trackers for Indonesia. He holds a degree in computer science from Bina Nusantara University. Away from the office, he enjoys music, movies and camping outdoors whenever he can. *ahandoko@idc.com*

Harvey

Allison Harvey joins the IDC Asia/Pacific human resources team in Sydney as an HR generalist. She has more than five years experience in human resources, having served most recently at NCR. She enjoys international travel, designing and creating her own jewelry, working out and going to concerts. *aharvey@idc.com*

Chen

Before joining IDC Asia/Pacific's Singapore office as an account manager, **Michael Chen** was a senior sales manager for Alcatel Shanghai Bell. He holds a B.S. in communication engineering from Beijing Institute of Technology and enjoys movies, music and travel, as well as all kinds of sports, especially swimming, badminton and basketball. *mchen@idc.com*

Stoeva

IDG WORLD UPDATE

InfoWorld has hired **Ralitza Stoeva** as a multimedia producer, focusing on podcasts, videos, slide shows, screencasts and other multimedia formats. She was previously a Web designer for NRC. She holds an M.A. in radio and television from San Francisco State University. She enjoys traveling, shooting documentaries and spending time in nature. *ralitza_stoeva@infoworld.com*

Assoicate Market Analyst **Lee Chean Chung** comes to IDC Malaysia from his role as a quantitative analyst with an equities research firm. He holds a B.S. in electronic engineering from Malaysia's Multimedia University and an M.A. in transportation and logistics from Malaysia's University of Science and Technology. He likes traveling, especially backpacking in East Malaysia, Thailand, Cambodia and Laos. He also enjoys diving, soccer, badminton, reading and music. *lchung@idc.com*

Baak

Jeroen Baak is IDG Netherlands new event manager; he was previously a marketing manager with Philipse, an Amsterdam-based consulting fir He attended hotel and catering business school and has taken several communications courses. He enjoys "wining and dining," backpacking, cinema, theater and museums. *jbaak@idg.nl*

Also new at IDG Netherlands is ComputerPartner News Editor **René Schoemaker**. He was previously a freelance journalist, working for a number of IT business magazines, most recently as editor-in-chief of Next Economy magazine. In his free time he enjoys politics and bowling. *rschoemaker@idg.nl*

Transfers

Melissa Chau moves from her role as research editor with IDC China to a similar role with IDC Asia/Pacific's Singapore office. She earned a B.S. in commerce from the University of Alberta and enjoys indoor rock climbing and exploring Singapore. *mchau@idc.com*

Send Noteworthy information to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35

Helen Marnfeldt *IDG Sweden*

24

Miguel Angel Hermosell *IDG Spain*

22

Jose Luis Villacorta *IDG Spain*

21

Jeff Edman *PC World*
Lene Sekjær *IDG Denmark*

17

Yoshitomo Fukuda *IDG Japan*

16

Cornelia Kraemer *IDG Germany*

14

Søren Adelkvist *IDG Denmark*
Joachim Hackmann *IDG Germany*

13

Richard Heiman *IDC*
Selinna Chin *IDC Malaysia*

12

Sabine Mayer *IDG Germany*
Fredrik Bernsel *IDG Sweden*

11

Thomas Gunni Pedersen *IDG Denmark*
Hans Jørgen Christiansen *IDG Denmark*

10

Mario Morales *IDC*
Jolana Lammelova *IDG Czech*
Takanobu Urayama *IDG Japan*
Annemarie Lootsma *IDG Netherlands*
Slawomir Kosielinski *IDG Poland*
Magnus Höij *IDG Sweden*

9

Zuzana Peskova *IDG Czech*

8

Amy Kelley *IDC*
Michael Cole *IDC*
Franck Nassah *IDC France*
Marzena Fiok *IDG Germany*
Christian Teopfer *IDG Germany*
Antje Buetow *IDG Germany*
Marcel Roozeboom *IDG Netherlands*

7

Janice Higgins *IDC*
Danny Allen *PC World*
Phil Michaels *Mac Publishing*
Geoffrey O'Connor *PC Advisor*
Margaret Ledingham *IDG U.K.*
Maggie Tan *IDC Malaysia*
Renske Ellens *IDC Benelux*
Martyn Williams *IDG News Service*
Philipp Johnssen *IDG Germany*
Albert Lauchner *IDG Germany*
Manfred Aumaier *IDG Germany*
Dominik Olszanka *IDG Poland*

6

Cécile Derrien-Dard *IDG France*
Hans-Chris Dirscherl *IDG Germany*
Anna Harazinska *IDG Poland*

5

Wade Grubbs *InfoWorld*
In Hyung Balk *IDC Korea*
Anton Müller *IDG Switzerland*
Eric Bruin *IDC Benelux*
Corinne Huron *IDC France*
Thomas Jank *IDG Germany*
Ruediger Guzikowski *IDG Germany*
Ineke Kievit Hese *IDG Netherlands*
Catarina Santos *IDG Brazil*
Jolanta Szot *IDG Poland*

4

Carol Denison Spatarella *IDC*
Eugene Henderson Jr. *IDC*
Jeanne Capachin *IDC*
Jin-Chul Kim *IDC*
Karen Holt *IDC*
Linda Breisch *IDC*
Patricia Henderson *IDC*
Corinne Teo *IDC Singapore*
Bo Lykkegaard *IDC Nordic*
Judith Black *IDC U.K.*

3

Valeria Bravo *IDC Mexico*
Laura Brisbee *IDC*
Christian Loebering *IDG Germany*
Sigrid Falkner *IDG Germany*
Maria Wikner *IDG Sweden*
Janet Ward *IDG*

2

Eric Anderson *Network World*
Renata Bevilacqua *IDC Brazil*
Thais Delft *IDC Brazil*
Alexandra Reis *IDC Brazil*
William Roch *IDC*
Salvador Guillen *PC World*
Mark Buckley *IDC U.K.*
Scott Gemmell *IDC U.K.*
Patrick Warley *IDC U.K.*
Shuichi Hashimoto *IDG Japan*
Axel Beisner *IDG Germany*
Juana Gandia *IDG Spain*
Dan McLean *IT World Canada*
Elisabete Nogueira *IDG Brazil*
Sylwia Skrobisz-Stefanska *IDG Poland*
Iwona Raclawicka *IDG Poland*
Daniel Lindén *IDG Sweden*

1

Guillermo Gonzalez Etchetto *IDC Argentina*
Ricardo Sampaio *IDC Brazil*
Christine Pratt *IDC*
Kimberly Fraser *IDC*
Chris Breen *Mac Publishing*
Antony Lee *IDC Hong Kong*
Annie Wong *IDC Malaysia*
Jean-Philippe Bouchard *IDC U.K.*
Monori Tanji *IDG Japan*
David Lee *IDG Switzerland*
Sander Cerneüs *IDC Benelux*
Vassilios Tsialos *IDG Germany*
Mirja Wagner *IDG Germany*
Nader Hanna *IT World Canada*
Gonny Tholen *IDG Netherlands*
Karin Lindström *IDG Sweden*
Ebba Carstam *IDG Sweden*

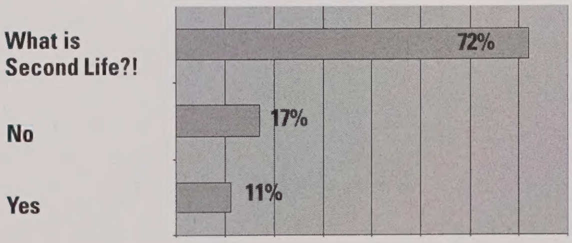
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

CXO Media honors employees with President's Award

***Christine Hopkins**, senior ad sales associate, CSO (r), and **Danielle Tetreault**, manager, online account services, CIO.com and CSOonline.com, received the CXO Media Presidents Award, which highlights exceptional contributions at CXO Media Inc. Christine and Danielle were presented their awards by CXO Media CEO **Michael Friedenberg** during a company luncheon last month.*

Question of the Week for Oct. 23

Should IDG follow the lead of companies like CNET and Reuters and establish a presence on SecondLife.com?



Log on to http://www.idgcentral.com to vote on this week's question: What do you think of former Enron CEO Jeffrey Skillings' prison term?

celebrating 10!

Name
Julie Lynch

Home
West Boylston, Mass.

Joined IDG
February 1, 1995, Training Coordinator

Career path
I've been lucky enough to have two parallel careers — one in training and development, the other in Human Resources. Over the years I've been manager and director of IDG's training department and a manager and director of IDG's HR services department. I now have the best of both worlds supporting Computerworld's HR needs while continuing to contribute to IDG's corporate training and development programs.

Current title
VP, Human Resources, Computerworld. I help support Computerworld's HR needs from staffing and compensation to employee relations and organizational development.

Best part of your job
Working with incredibly smart, innovative and dedicated people and being a part of this historical time in the evolution of media.

What's kept you at IDG for 10 years?
About every two years or so I have been presented with a new and exciting opportunity, so it's always fresh and challenging. Plus, IDG's entrepreneurial culture encourages new ideas and allows you to execute on them. If I could design the perfect job, this would be it.

One thing you'd change about IDG
I wish that more IDGers took advantage of the many ways we have to share best practices. Visit http://www.idgcentral.com for the Best Practices Exchange. Check out the fledgling IDG wiki at http//:www.idgx.jot.com (write to julie_lynch@idg.com for a password). Read the World Update and call people who are doing cool and interesting things.

Best way someone could compliment you on your work
Exclaim with incredulous awe that you can't believe how well I understand the business.

Best compliment you've ever received on your work?
An exclamation (with nearly incredulous awe) that they couldn't believe how well I understood the business.

Family
My husband Rick does an incredible job as a stay-at-home dad for our three wonderful children Daniel (6), Michael (3 ½) and Sadie (2).

IDG Chairman ***Pat McGovern*** *escorted Computerworld's* ***Julie Lynch*** *to dinner in honor of her 10 years of service to the company.*

What's currently in your CD player?
Four Non Blondes' "What's Up?", U2's "Vertigo," Pink's "Mizundastood", Lara Herscovitch's "Juror 13," and Fiona Apple's "Criminal."

What talent do you wish you had
I wish I could sing those rich, belt 'em out blues songs. Or really any songs for that matter.

Five people — living or dead — you'd invite to dinner
My great great grandmother, Harriet Beecher Stowe, Ben Franklin, Madonna and Socrates. Although… maybe not all at the same time.

Favorite book
My favorite book of all time was one I read in fifth grade. "Celia Garth" is an historical fiction story about a young woman who helps support the Revolutionary War despite the social and political constraints applied to women at that time.

Favorite vacation spot?
A rustic, no-amenities cottage on the beach with hot sun, soft, warm sand and thundering waves.

What others can't tell just by looking at me
I once won first prize ($25) at the Rochester, N.H., County Fair Powder Puff Pig Derby by chasing, catching and bagging a greased pig. I am quite proud of that achievement. It's harder than you'd think.

Manager's profile
"Since joining us last year, Julie quickly got up to speed on the organizational dynamics of the company, making an immediate impact. Her rich training background and strong interpersonal skills have benefitted us greatly. She is a pleasure to work with, always insightful and a valuable member of our Executive Committee."

— Matt Sweeney, CEO, Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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LMI, InfoWorld team up to bring SOA Forum to France

Bridging continents, oceans and languages, IDG France's Le Monde Informatique (LMI) recently partnered with San Francisco-based InfoWorld for its first SOA Forum, held in Paris last month. InfoWorld provided advice and helped sell sponsorships to the one-day event on service-oriented architecture, which drew more than 300 high-level attendees.

IDG France Marketing Director **Annabelle Ducellier** said that her group had experience organizing smaller events (50 to 150 attendees) but wanted to launch something larger and chose SOA as a theme. She contacted InfoWorld because it has held six successful SOA Executive Forums since 2005.

Ducellier also reached out to InfoWorld Lead Analyst **Jon Udell** because "we wanted to get his involvement on the forum's content. We wanted a recognized U.S. SOA specialist to be able to position our event as an international one since the maturity level of SOA projects is not the same in Europe as in the U.S." Udell agreed to be keynote speaker and participate in two sessions during the forum.

*InfoWorld Lead Analyst **Jon Udell** opened IDG France's SOA Forum in Paris. Recognized as an SOA specialist in the U.S., Udell's presence helped emphasize the international stature of the event, according to its IDG France organizer.*

InfoWorld Director of Events **Jill Martay** worked with Ducellier to determine how IDG France could successfully leverage their respective sales and marketing teams for the event. "We agreed, for instance, to use the InfoWorld brand on all commu-

continued on page 5

Macworld.com one of first to adopt Google Custom Search

Free, customizable service lets site owners define search universe

MAC | PU SHIN
IDG WORLD UPDATE
***Jason Snell** (l) and **Curt Poff** were instrumental in implementing the new search engine.*

Last month, Macworld.com became one of the first sites anywhere to implement a new customizable search engine from Google called Google Custom Search. The service allows anyone with a Web site — from private individuals to public corporations — to use a series of menus and wizards to easily and quickly build a search engine that will search only the sites designated by the site owner.

Hosted on Google servers, the service allows users to personalize the search results page so that its layout matches the rest of the user's site. Although the service is free, users must agree to display Google's AdSense for Search text ads on the search results page.

Alerted to the opportunity to collaborate with Google during its beta testing of the new product by IDG Communications Senior VP Online **Colin Crawford** (who sits on the Google Publisher's Advisory Council) Mac Publishing VP, Editorial Director **Jason Snell** volunteered his team to work with the search engine giant.

Over the course of the next four weeks, Snell, Development Director **Bill Cappel** and Online Managing Editor **Curt Poff** worked with Google Co-op Community Manager Eric Watjen, "who did a huge amount of the work to get us up and running,"

continued on page 4

newsworthy in brief

IDG China schedules consumer electronics expo for April 2007

*IDG China President & CEO **Hugo Shong** (front, left) seals the agreement for the new event with Cao Jiageng, director of the Executive Office of the Organizing Committee of the Shenzhen Association for Science & Technology. IDG Chairman **Pat McGovern** (center) attended the signing ceremony with a group of local officials.*

IDG China signed a 10-year agreement earlier last month with the Shenzhen Municipal Government to produce a new event, Consumer Electronics World Expo. The show will be part of the China (Shenzhen) International Science and Life Fair, which is co-sponsored by the China Association for Science and Technology and the Shenzhen Municipal Government and will be held April 5-7, 2007.

Plans call for the event to be held in a 30,000 square-foot hall with space for more than 1,200 booths. IDG World Expo China will manage more than a dozen expos next year.

Contact IDG World Expo China Executive Vice President Dora Yang at dora_yang@idg.com.cn. WU

IDG Germany name change reflects company's expanded mission

In a move designed to reflect its shift from a focus on publishing to networked media, IDG's German subsidiary, IDG Communications Verlag AG, has changed its name.

The parent company will now be called IDG Communications Media AG. Its subsidiary operations are now IDG Business Media GmbH, IDG Magazine Media GmbH and IDG Entertainment Media GmbH.

IDG
IDG COMMUNICATIONS MEDIA AG

"The change is intended to give a highly visible and readily understandable signal to all potential customers showing that we are the right partner, with the right approach for the future, providing sophisticated and innovative communication solutions in the information and communications technology market," said Managing Director Director **York von Heimburg**.

"The name change is one element in a broad-based initiative for even more expansion of our online and event businesses as the ideal complement to the conventional print activities of the media brands," von Heimburg added. WU

IDC Spain earns ISO 9001:2000 quality certification

IDC Spain recently earned its ISO 9001:2000 certification, which officially recognizes the organization as one that adheres to the highest quality standards.

ISO refers to the International Organization for Standardization, a worldwide network of national standards institutes. ISO 9001 applies to product- and service-oriented organizations of all sizes and functions.

*Administration & Finance Manager **Marisa Rodriguez** and IDC Spain General Manager **Anotonio Romano** display the ISO 9001:2000 quality certification.*

IDC started its subsidiary operation in Spain in 2000. "After five years fully dedicated to rapidly gaining market share and brand recognition and awareness, we thought FY06 was the right time for a complete revision of processes and procedures to create a base for additional years of growth," said General Manager **Antonio Romano**.

Administration & Finance Manager **Marisa Rodriguez** was appointed quality champion, and she guided the year-long process by conducting quarterly reviews across all of IDC Spain's lines of business and with each of the company's 14 employees. The process culminated in a final assessment at the end of the fiscal year.

Romano said that in addition to the internal organizational benefits and enhanced status in the marketplace, the certification also enables the company to respond to any requests for proposals from public administration agencies, which set a priority for doing business with ISO-certified companies.

Romano credited IDC Italy and IDC U.K. for their support and the sharing of Quality Procedure Manuals they developed after they went through a similar process in the 1990s. IDC India also received the same quality certification earlier this year. Romano's team plans to assist IDC Portugal with its certification process in FY07.

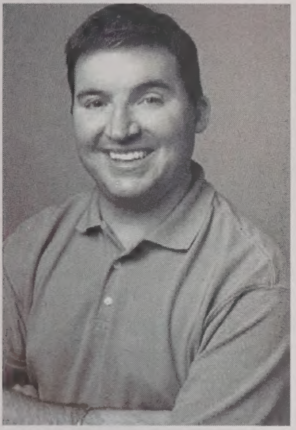
Contact Antonio Romano at aromano@idc.com. WU

Briefly noted

- Network World Events and Executive Forums is preparing for **DEMO 07**, which will take place Jan. 30 – Feb. 1 in Palm Desert, Calif. The semi-annual event will be the debut platform for approximately 70 new technologies. More details at http://www.demo.com.
- Robotics Trends and IDG World Expo recently announced that the fourth annual **RoboBusiness Conference and Exposition**, the international business development event for mobile robotics and intelligent systems, will be held next year at the Hynes Convention Center in Boston, May 15-16. More details are available at http://www.roboevent.com.

one on one the interview

Jason Snell
The VP/editorial director at Mac Publishing is this week's columnist. Reach him at jason_snell@macworld.com.



"This is going to be an incredibly easy way for IDG to implement an IDG-wide search engine. We'll be able to create one IDG custom search engine, and through Google's interface, allow different IDG business units to contribute their own URL schemes and data mapping. Then any business unit will be able to add an IDG-wide search to their pages."

Q What is Google Custom Search?

A Google Custom Search is a new product from Google that lets anyone — publishers, bloggers, regular people — create specialized searches within Google's own search database. For example, you could create a custom Web search that weights certain sites and pages more heavily than others. In Macworld's case, we created a custom search engine that searches only our family of Web sites: Macworld.com, Playlist, MacUser, and Mac OS X Hints.

Q What was IDG's and Macworld's involvement in helping to develop this product?

A [IDG Communications Senior VP, Online] **Colin Crawford** put us in touch with Google as it was developing this product and its predecessor, Google Co-op. We volunteered to work with Google on beta-testing Custom Search, and we did find a few bugs along the way. As a result of our early work with Google, we were able to be one of the very first sites to implement Google Custom Search.

Q Where will Mac Publishing be adopting Google Custom Search?

A A few weeks ago, I made an embarrassing admission to several of my colleagues. Rather than relying on Macworld.com's built-in search engine, I admitted that I tended to use Google to search our site, adding "site:macworld.com" on to the end of whatever I was searching for. I was a bit surprised at the response I got: many of my colleagues admitted that they did the same thing. It was a stinging indictment of our existing search engine as well as a ringing endorsement for Google, which has never really let me down when it comes to searching my own site.

Custom Search essentially lets us completely drop our existing search engine and replace it with Google Custom Search — which is what we did. It took maybe a half an hour to set up our custom search engine using Google's Web-based interface, and only a few minutes for our technology team to replace our existing search tags with tags for Google Custom Search. It was very easy to set up, and I can't argue with the results, which are much better than they were before.

Building on a feature of the Google Co-op project, we've also tagged our content by story type, which lets users filter their search results based on what they're looking for. For example, a user might search for "iPod nano." If they're overwhelmed by the results and just want to narrow the search to reviews, they just click the word "Reviews" on the search results page, and Google Custom Search automatically filters those results. Since it's our custom search engine, we define what pages are reviews, which ones are news, and so on. We have all the control.

Q What does Google Custom Search cost?

A It's free, with a catch — you must include Google's AdSense For Search text ads on your search-results page. The good news for us is that we were already using AdSense for Search, and it's actually a pretty good source of text-ad revenue. For IDG business units that aren't currently using Google ads, this can be a complication, but because we had an existing arrangement with Google we were able to move quickly.

Q Do you see Google's custom search engine as a viable option for other IDG business units?

A Absolutely. One of the biggest potential benefits for IDG is that custom search engines can cover much more territory than just one business unit's sites. Because Google Custom Search is based on Google Co-op, which was a community-based search system, large groups can contribute to a single search engine. This is going to be an incredibly easy way for IDG to implement an IDG-wide search engine. We'll be able to create one IDG custom search engine, and through Google's interface, allow different IDG business units to contribute their own URL schemes and data mapping. Then any business unit will be able to add an IDG-wide search to their pages. (At Macworld, we'll also be looking into building a community-aided search engine to scan the very best Web sites in the Mac community.)

Q How would you encourage other IDG business units to work with Google?

A The good thing about Google is that most of their tools are there for the taking. Google generates so much Web traffic for all of us that it's up to us to find the best ways to get our content properly tagged and categorized in Google's various products. For example, we're importing our product reviews into Google Base (http://base.google.com). The best advice I can give is to visit Google's site, including Google Labs (http://labs.google.com), and investigate the different things they're trying. Not everything Google does will pan out, but many projects end up heading in remarkably cool directions — and IDG really needs to be there on the cutting edge. If we don't take advantage of these new directions, one of our competitors will.

IDG Sweden's motorcycle publication blazes new trail

Combine two IDG Sweden editors' devotion to a hobby, their ability to identify a market niche and a "let's try it" attitude, and the result is Big Twin, a publication and Web site targeted to casual Harley-Davidson motorcycle riders.

Björn Glansk and **Mats Lövgren** are Harley owners who had been frustrated that the six other Swedish motorcycle magazines were too general, covering a variety of brands, or focused on bike clubs and meetings. "Harley owners are as fanatic about their favorite motorcycle brand as Mac users are about their computers," Glansk said. "None of the general magazines gave enough space to what the keen owners were looking for: information about customizing the Harley bike."

Given that Sweden has more Harley owners per capita than any other country — 23,000 registered owners — Glansk decided to propose a concept for a publication back in mid-2005. He outlined it for then-Country Manager **Bengt Marnfeldt** without getting specific about the topic. He said he would target a fairly large audience that had significant spending power, was extremely loyal to a brand, but lacked a magazine for their particular interest.

Intrigued, Marnfeldt tried to guess the audience but couldn't. Glansk revealed his plans, and Marnfeldt agreed to give it a try.

"I usually approve all ideas, as this is the only way to really encourage an entrepreneurial spirit in a publishing company," Marnfeldt said. "Simply apply IDG's Corporate Value 10: 'Let's Try It,' while remembering [the unofficial rule] 11: cut losses ASAP if the project is stinking after three months."

__Björn Glansk__ (l), formerly editor of MikroDatorn, is now solely dedicated to Big Twin and writes the editorial page. __Mats Lövgren__ provides 20% of the editorial and divides his time between other IT publication responsibilities.

The monthly, named after the Harley's two large engine cylinders, launched in April. An average issue is 76 pages with an ad/edit ratio of 15%:85%. Nine freelance writers provide 80% of the editorial.

Big Twin has a circulation of 14,000 with approximately 5,000 subscribers and a healthy sell-through rate on the newsstands. Several hundred issues are sold in Oslo and Copenhagen, and more than 100 subscribers are in Finland.

Write to bjorn.glansk@idg.se. WU

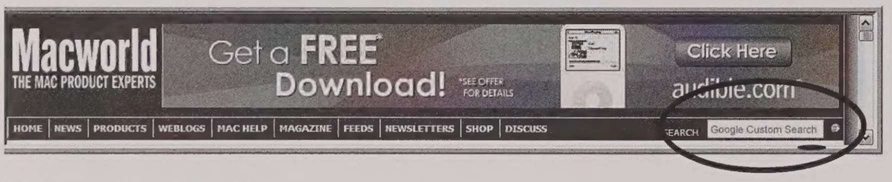
Big Twin includes videos, events

At the moment, Big Twin's Web site (http://bigtwin.se) has the most-accessed WebTV video on any of the seven IDG Sweden sites that offer videos. A clip from Sweden's largest bikebuilder convention has been downloaded approximately 3,000 times. While IDG Sweden is refining its viewership measurement tools, PC for Alla and Computer Sweden do weekly WebTV shows that average 1,500 to 2,000 viewers.

The publications's staff is aiming to build up the brand name and create a community in cooperation with the Hard Rock Café. The first event will be a gathering on Nov. 15 at Stockholm's Hard Rock Café for 100 readers and representatives from Harley-Davidson Sweden, Harley dealers and others to talk about tuning, airbrushing, custom parts and other topics. There are plans for a large party in January 2007, also at the Hard Rock Café, for more than 450 guests that will coincide with Scandinavia's largest bike fair.

Google Custom Search

continued from page 1



Visitors to any of Mac Publishing's four Web sites — Macworld.com, Playlist.com, MacUser.com and MacOSXhints.com — can now search those sites using a customized search engine powered by Google.

Snell said, implementing code and defining site-search lists.

"Our old search engine was not very good," admitted Snell. "For us it was about adopting a new Google technology to dramatically improve our site experience. Now, when I type in a few words and press Search, I am far more likely to find what I'm looking for on the results page. Google has done a great job at weighting content so that you're more likely to find what you were looking for at the very top of page one of the search results. And when it comes to search, that's by far the most important thing."

Mac Publishing's new search engine searches only its family of Web sites: macworld.com, Playlist.com, MacUser.com and MacOSXhints.com. Snell said his team will also be looking into using the Google Custom Search service to build a community-aided search engine that would involve users in creating a tool to scan the very best Web sites in the Mac community. "If we're to build a really great Mac search engine to search beyond our own sites, that will require input from the community," Snell said. "The features are there in Custom Search Engine — you can have up to 100 people contributing data to help define a search engine."

For more information contact Jason Snell at jsnell@macworld.com. For more information about Google Custom Search, visit http://www.google.com/coop/cse/examples/. WU

The Google Publisher's Advisory Council, on which IDG Communications Senior VP Online **Colin Crawford** serves, acts to facilitate communications between Google and key publishers and advise them of major Google initiatives. Reach him at colin_crawford@idg.com.

November 6, 2006

Online Office Coordinator (CXO)

CXO Media and Computerworld, publishers of CIO.com and CSOonline.com and Computerworld.com are seeking an Online Office Coordinator. This position reports to the VP/GM of Online and will have exposure to all aspects of the exciting and fast paced online business. The coordinator will provide overall administrative support across a wide variety of projects and also handle calendaring, scheduling, and general administration. This individual work with our freelancers on contracts and payments, and work with the newsletter editor to slot content into electronic newsletters. The coordinator will help manage search engine marketing campaigns by handling the purchase and placement of keywords and utilize an online tracking tool. This individual will also record monthly financials; manage our database of business development opportunities and relationships; and will generally support the team with an able hand in coordinating meetings, filing, customer service and by generally being the person we can't live without. The successful candidate will possess excellent organization and communication skills, keen attention to detail, a willing attitude, and the ability to multi-task in a fast paced dramatically growing and changing environment. Candidates must be proficient with the MS Office (strong Excel and PowerPoint), comfortable working with new technology and have experience with the fundamentals of managing a budget. Experience with electronic publishing is strongly preferred. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Associate Editor (CXO)

CXO Media Inc. is seeking an Online Associate Editor to generate, oversee and manage several key content areas for CIO.com and CSOonline.com's successful and growing Internet business. Responsibilities will include writing (ranging from breaking news and "second day" analysis pieces to newsletter content to full features) as well as editing a variety of content provided by both staff members and freelance writers. The ideal candidate should be self-directed and must be able to effectively multitask in a fast-moving environment. Candidates should also be enthusiastic about the opportunities available in online publishing, including blogging, user-generated content, multimedia, and social networking. Experience writing and editing for technology professionals is a plus but not required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Web Producer (CXO)

CXO Media and Computerworld, publishers of CIO.com, CSOonline.com, and Computerworld.com have an exciting opportunity for a seasoned web producer with a passion for new media and web publishing tools is helpful. Experience with content management tools like Teamsite is also helpful. We thrive in a fast paced environment while working directly with online editors and advertisers to produce engaging web experiences. We're looking for an innovative thinker, a self-starter, and a hard worker who lives all things web-related. 1-3 years experience with a publishing company or interactive agency is desirable. If you are interested in working a high profile publishing environment, please contact us. Please include several URL's of sites you have built.
Location: Framingham, MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Associate Web Producer/Developer (IDGE)

IDG Entertainment is looking for an experienced Associate Web Producer/Developer with solid technical skills, an eye for design, community intuition, and a passion for building great products related to the video game and digital entertainment industry. This is an excellent opportunity for someone who is looking for experience in the web industry and loves video game, graphic arts and the internet. Working closely with the Online Product Development staff, the Associate Web Producer/Developer will assist in all aspects of front-end web development, including custom advertising projects, advertising unit design and development, direct marketing projects, and site layout design. Qualified candidates will have client relations and/or product management skills, internet browser knowledge, familiarity with both Windows and Mac platforms, HTML knowledge, strong CSS skills, flash and PhotoShop/Illustrator experience. Please send cover letter, resume, and link to previous work. This position is currently located in Oakland, but will move to our SF/SOMA location in early December. Please indicate Associate Web Producer/Developer in the subject line when applying to this position. ***Location: San Francisco, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Manager, Capital Markets (FI)
Financial Insights is looking for a Research Manager to be responsible for setting the overall course and direction for the Capital Market Financial Advisory Service Tracks (FAST) research. The research will focus on the strategic use of technology by leading banks, investment firms, brokers/dealers, ECN's, exchanges, and network providers. Extensive research is delivered by developing a deep understanding of the true business issues facing buy-side and sell-side institutions and how technology is used to mitigate risk and optimize trading strategies. Maintaining financial industry and technology knowledge is key to the success of this role. The Research Manager also maintains responsibility for building the reputation and the revenues of the services within their domain and is heavily involved in managing consulting and customer research. Additional responsibilities include managing the research agenda, writing research reports, helping with marketing activities to raise industry visibility, providing sales support, and acting as a client advisory. This role will also be responsible for managing others. Successful candidates will have extensive experience within the Capital Markets industry and be able to speak authoritatively on trends and issues. Specifically, candidates should have a minimum of 10 years of related work experience with similar areas and levels of responsibility in either the financial services or technology industry covering technology related to front, middle and back office trading technologies, excellent writing skills and superior communication abilities. Additionally, a minimum of a Bachelor's Degree from an accredited institution or the international equivalent is required (Advanced degree a plus). Experience with or in international work environments, preferably outside the United States is helpful and fluency in at least one major world language other than English preferred, but not required. Excellent computer skills, including word processing, graphics and spreadsheet applications is needed. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Digital Marketplace and Collaborative Computing (IDC)
IDC's Integration, Development and Application Strategies (IDeAS) research group is seeking a Research Director for its Digital Marketplace & Collaborative Computing research programs. On the Collaborative Computing side, the Director must understand collaborative and/or business applications. This analyst will cover vendor and product competitive positioning and opportunities in the worldwide and North American market for real-time collaboration (conferencing, enterprise instant messaging), as well as unified messaging, software and hosted service providers. The analyst will be responsible for gathering qualitative and quantitative information, synthesizing and analyzing industry trends in a logical and forward-thinking manner, publishing research reports, responding to clients' inquiries and attracting business to build the program. Responsibilities include developing market forecast and revenue share reports, analyzing and reporting on demand-side survey data, attracting and executing on consulting engagements, providing research insight to the trade and business press, and working closely with IDC sales and marketing to communicate and promote IDC's subscription research and consulting. IDC is also launching a new Digital Marketplace research program that draws on its previous research and knowledge of the IT markets across software, hardware, telecommunications, and services. This program studies the dynamics of the online market & the factors that drive it, including communities, mobile workers, Web 2.0, the long tail, and the economics of information technology. Responsibilities for the Research Director include: framing and leading research in digital market technologies; working with senior IDC researchers to create market models, gather data, frame and test hypotheses for digital marketplace dynamics; forecasting growth, positing & testing scenarios; business development: determining target markets & framing appealing research for the market segments chosen; and working as part of the Digital Marketplace team to publish research and discuss this topic with the press, end user and vendor communities. Candidates must demonstrate excellent written and oral communication skills. Research experience & the ability to work with quantitative data modeling, analysis, surveys, and forecasting are required. Candidates should enjoy working in a quick-paced environment, brainstorming & following up on ideas, fielding press inquiries on hot topics, working with clients, traveling & speaking at conferences, synthesizing ideas into surprising insights, as well as working independently and with a team. Individuals applying for this position will need a broad background that will include understanding of software technologies including search engines and collaborative technologies. Experience as an analyst will be valuable. 10+ years of business experience is required. A bachelor's degree, as well as an MBA or 5+ years of collaborative or other business application software or hosted services experience, is required. Well informed, well read applicants who enjoy puzzling out how a market works - and how it will affect established industries - are encouraged to apply. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Lead Content Producer (IDGC)

IDG Communications is seeking a content producer to lead the development of a new vertical channel aimed at IT professionals in small and medium businesses. The person in this role will be responsible for setting and executing the content strategy and building the community around this new product. The Lead Content Producer will bear full responsibility for shaping the user experience in line with the overall product strategy, and should relish the opportunity to build a new product from the group up. Applicants should have a strong understanding of the target audience and a proven track record of web-based content production. Experience in managing content from internal and external (user and vendor community) sources is required. Location preference is San Francisco.
Location: San Francisco, CA
Contact: P. Sheer, Fax: 508-935-4600, Phone: 508-935-4791, Email: piper_sheer@idg.com

Conference Content Manager (IFW)

InfoWorld Media Group seeks an experienced Conference Content Manager to join its event team. The ideal candidate will: work with the Editorial Department to develop and manage conference technology themes, tracks, sessions titles, descriptions, and speaker recruitment; interview speaker prospects to participate based on subject matter expertise; develop a speaker recruitment plan; manage content timelines and deliverables deadlines; manage program agenda, including scheduling/confirming sessions, speakers, sponsored and editorially-driven content and manage the content budget and speaker-related expenses. This person muss possess strong interpersonal skills with a tem-driven mentality; excellent communication skills; professional written skills; understanding of the IT landscape; works well under deadlines and can share best practices for improved processes; not afraid to share new ideas, contribute, think creatively, and will have 5 plus years of related industry conference/event and technology experience. In addition, s/he must be able to travel to events. Please submit cover letter, resume and salary requirement to jobopps@idg.com and reference "IFW Conference Content Manager" in the subject line. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Conference Operations Manager (WEC)

IDG World Expo is seeking a motivated event professional to join the Conference Team, reporting to the VP of Conferences. The primary responsibility of the Conference Operations Manager will be to oversee all logistical aspects of our conference events and to build and maintain strong relationships with vendors, facilities, exhibitors and sponsors. The Conference Operations Manager will be responsible for organizing and submitting show orders (AV, catering, telecommunications, equipment, security, décor, signage, etc), maintaining updated exhibit floor plans to include expansion/consolidation/capacity levels, producing and distributing exhibitor materials (i.e. manuals, newsletters), partnering with sales and marketing staff to conceptualize, detail and fulfill marketing promotional opportunities, ensuring consistency of event brands onsite through signage, banners and décor, coordinating onsite logistics, preparing post event reports, forecasting and maintaining event budgets, and researching and recommending cost saving measures. The Conference Operations Manager will also conduct hotel searches and assist the Vice President of Conferences with contract negotiations and space planning. Ideal candidates will possess 5 plus years of event industry or related experience, excellent prioritization and organizational skills, budgeting and forecasting, the ability to manage multiple deadlines, ability to capture detailed information accurately, as well as short and long range planning. Proficiency with MS Office including PowerPoint required. Experience with SalesLogix, Adobe and AutoCAD floorplan management is a plus. This position will include travel to several of our events, including some weekend travel. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Coming up

Network Security Forum
Nov. 13-14
Chiyuda-ku, Tokyo
http://www.idg.co.jp/english/event.html

IDC's Service-Oriented Architecture Forum Midwest
Nov. 16
Chicago
http://www.idc.com

Business Blog & SNS World
Nov. 16-17
Chiyuda-ku, Tokyo
http://www.idg.co.jp/english/event.html

ROCS
Nov. 21-24
Bucharest, Romania
http://www.idg.ro

Third Forum for Broadband Services
Nov. 21-22
Warsaw, Poland
http://www.computerworld.pl

Business Continuity Management Conference & Expo
Nov. 21-22
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

Compliance & IT Conference & Expo
Nov. 21-22
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

Storage Management World
Nov. 21-22
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

IT Roadmap: San Francisco
Nov. 30
Moscone Center West
San Francisco
http://www.networkworld.com

IDG U.S. Media Management Institute
Dec. 5-7
San Francisco
laurie_butson@idg.com

ComNet Laos
Dec. 19-21
Vientiane, Laos
http://www.idg.com.vn

See the events listing on IDG Central.

SOA Forum

continued from page 1

*Participating in an SOA roundtable discussion that was also broadcast on the Web were (l-r): **Olivier Rafal,** editor-in-chief, www.lemondeinformatique.fr; **Philippe Rosé,** editor-in-chief, CIO (France); Richard Pryor, director, Deloitte MCS Limited UK; Bernard Huc, global certified architect, Cap Gemini; **Jon Udell**, lead analyst, InfoWorld; Laurent Sidler, IT planner, Renault; and **Annabelle Ducellier**, marketing director, IDG France.*

nications – from print and Web advertising to invitations — for the Paris SOA Forum," she said. "We want to organize two to three large events with international scope, so using the InfoWorld brand on all communications was for us a step to show the global involvement of our group and our events."

The two groups also agreed to sell sponsorships since some U.S. SOA firms were interested in sponsoring such events in Europe. However, many potential sponsors had already committed their budgets for this year. They will, however, have preferential consideration for next year's event.

"Considering all the announcements there have been from major market players around SOA, we hope the SOA Forum will be our big event of the year in the future," Ducellier said. "This year's sponsorships were sold with the view that the SOA market will explode during coming years,"and it will surely be easier to sell sponsorships since the relationships are already in place and in good shape to be developed," Ducellier said.

The sponsors of the event included Oracle, Sogeti, IBM, Software AG, Unilog Management, LogicaCMG Group, BEA, Sun Microsystems and Ilog. Those firms gained visibility in the SOA market before the event through SOA Forum advertising in IDG France magazines and newsletters and on its Web sites. Sponsors also provided some of the day's speakers.

LMI produced a special SOA Forum guide for attendees, as well as a webcast with forum sponsor speakers that will be hosted at http://conferences.lemondeinformatique.fr starting Nov. 9 when the newly redesigned LMI site goes live.

The Forum also offered IDG France's first live, real-time, interactive webcast of the day's initial roundtable discussion, for which more than 250 people registered. "This interactive session, titled 'SOA: The Technological Foundation of a New Information System?' sparked a real interest from the community of IT architects and planners both online and at the event," Ducellier said. (The webcast will also be available on the new LMI site next month.)

While the inaugural SOA Forum sought to help end-user companies understand the SOA market and its major players as well as provide a place to exchange SOA project experiences, Ducellier said she hoped next year's edition will reinforce SOA's synergy with the Internet. "I think it's a key competitive advantage for us, our readers and our sponsors in the future," she said.

The next IDG France SOA Forum will be held Oct. 4, 2007. For more information contact Annabelle Ducellier at ducellier@idg.fr or go to http://www.lemondeinformatique.fr.

Check out these links on IDG Central

IDG Global Solutions Sales Manager **James Buckley** recently contributed an assortment of useful links that have been added to IDG Central. Check out the full list in the Employee Resources section of IDG Central (http://www.idgcentral.com). More suggestions can be sent to idgcentral@idg.com.

Translation
http://www.google.com/language_tools

Internet Advertising Bureau
http://www.iab.net/ - Global
http://www.iabeurope.ws/ - European
http://www.iabuk.net/ - United Kingdom

Online Publishers Association
http://www.online-publishers.org/
http://www.opa-europe.com/

ISBA (The Voice of British Advertisers)
http://www.isba.org.uk

Institute of Practitioners in Advertising
http://www.ipa.co.uk/

noteworthy people

Promotions

den Haan

Computer!Totaal Editor **Jeroen den Haan** has been promoted to coordinator for online technology. "In his 10 years with IDG Netherlands Jeroen has done different jobs, but his interest in technology has never changed," said IDG Netherlands Managing Director **Raimon Gort**. "We feel confident that Jeroen has the skills to bring his team to new heights. We want to grow online revenues almost 80% in the new fiscal year, and we have every belief that Jeroen and his team will be crucial in fulfilling this goal. I wish Jeroen every bit of luck, although he does not really need it." *jdenhaan@idg.nl*

IDG Entertainment Designer **George Hu** has been promoted to senior designer. "George started as an intern in the Design department and has worked extremely diligently through the years, learning all the ins and outs of the department, to become the powerhouse designer that he is today, lending his talents and keen eye to all our printed products, advertorials, and collaterals," said **Francis Mao**, senior VP, Editorial and Creative Services. "And despite the nonstop pressures and deadlines, he's always managed to be an incredibly cool guy! You never see him sweat!" *ghu@idg-entertainment.com*

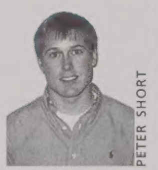
Lewis

IDG Entertainment Web Developer **Justin Lewis** has been promoted to senior Web developer. "Justin has been playing a huge part in IDG Entertainment's growth by focusing on serious technical challenges and creative Web development solutions," said **Craig Eastman**, director of online product development. "Highlights of the year include the infamous Best Buy/CDS report solution, a custom Flash video player on Games.net and an enhanced aggregation/matching mechanism to lean our entire growth model on. In his new position he will take on a greater roll in managing the online development team, with a particular focus on the system architecture and content management system." *jlewis@idg-entertainment.com*

Klingstedt

Also moving up the ladder at IDG Entertainment is Web Developer **Jason Klingstedt**, who has been promoted to lead Web developer. "For the last five years Jason has played a major part in building out [our] network and developing the custom sales program. In his new role, Jason will take on a larger part of managing application and site development from a front-end perspective," said director of online product development Craig Eastman. "While letting go of the custom sales portion of his job, he will directly manage team members, see to the global network's design and focus his development skills on new ideas and functionality to help expand our business." *jklingstedt@idg-entertainment.com*

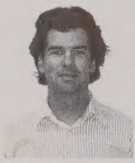
New employees


PETER SHORT

Hanson

Andrew Hanson has been hired by IDC Framingham as an inquiry analyst, supporting the Telecom Services, Communications and Channels division. A recent graduate of Connecticut College with a B.A. in international relations and minors in economics and religious studies, he has been an intern with the National Association of Broadcasters in Washington, D.C., and a member of U.S. Sen. Mark Dayton's staff at Fort Snelling, Minn. Outside of work, he enjoys fly-fishing, playing hockey and hiking. *ahanson@idc.com*

Senior Account Executive **Cheryl Davidson** comes to IDC's Insights group from her role as global account manager with Gartner, Inc. A graduate of Southern Methodist University in Dallas, she holds a B.A. in psychology and a B.B.A. in marketing. Away from her desk she enjoys golf. *cdavidson@idc.com*


PETER SHORT

Crotty

After a research internship with the group, **Jon Crotty** joins IDC Framing-ham's Security Products and Services division as a research analyst. He earned a B.A. in communications from Florida Atlantic University in Boca Raton, Fla., and an M.A. in global marketing from Boston's Emerson College. He recently raised $6,500 dollars for the Hull (Mass.) Seaside Animal Rescue in 2006; his goal is to reach $10,000 by the Jan. 1, 2007. He also helps run an annual seagrass planting and conservation day at Nantasket Beach. *jcrotty@idc.com*

Returning employees

Bridget Cammarata joins IDG Research Services as a research manager, coming from her role as director, Marketing Research at CXO Media. During her tenure at CXO she was instrumental in developing CXO's research function, establishing key programs like CIO Magazine's Tech Poll and packaging new and annual research. In her new role she will be developing, executing and analyzing research for various IDG Research Services' clients both within and outside of IDG. *bridget_cammarata@idg.com*

Posey

Melanie Posey returns to her role at IDC as research director, Web Hosting and Telecom Vertical Markets. She was previously a research director with Ipsos, a consumer-oriented quantitative research firm. She holds a B.A. in French from Amherst (Mass.) College, an M.A. in political science from University of Michigan/Ann Arbor and an M.A. in international relations and international economics from Johns Hopkins School of Advanced International Studies. Outside the office she enjoys acting, tap dancing, photography and baseball. *mposey@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Noteworthy information wanted!

World Update strives to have a diverse representation of employees from business units worldwide on the Noteworthy page — but we need your help!

Send information about promotions, new employees, speaking engagements, employee awards, achievements or or other information to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Jose Luis Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

18
Donna Fraser *IT World Canada*

15
Johan Egging *IDG Netherlands*

11
Lynda Hewlett *IDC U.K.*

10
Wolfgang Schlichting *IDC*

9
Jacqueline Dendievel *IDG*
Åsa Granqvist *IDG Sweden*

7
Eleanor Davis *IDG Global Solutions EMEA*
ally Zahner *PC World*
Chris Ingle *IDC U.K.*
TerryAnn Fitzgerald *Network World*

6
Mats Brandon *IDG Sweden*
Alexander Beck *IDG Germany*
Claire Heitz *IDG France*
Angie Beaudoin *PC World*
Mary Jane Donnelly *IDC*
Jennifer Hinojosa *Network World*

5
Matt Marshall *IDC U.K.*

3
Lisa Li *IDG China*
Anne Yao *IDG China*
Annemarie Allen *IDC*
Matthew Egan *PC Advisor*
Kristy Erickson *Connell Communication*
Addison Snell *IDC*
Mindy Hogan *IDC*
Zoya Zvagin *IDC*

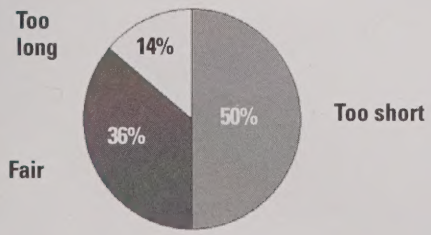
2
Sarah Santos *IDG*
Paul de Betue *IDG Netherlands*
Sabrina Rabah *IDC France*
Judith Cantlin Ho *IDC*
Charles Harris *IDC*

1
Jess Hemerly *Mac Publishing*
Kim Fraser *IDC*
Andrew Liegel *IDC*
Teresa Bozzelli *IDC*
Theresa Walz *IDC*
Gaston Alvarez *IDC Argentina*
Brendan Mark Conroy *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

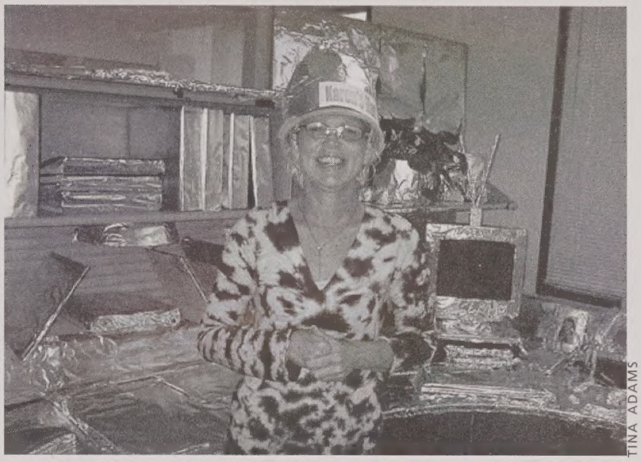
Question of the Week for Oct. 30

What do you think of former Enron CEO Jeffrey Skillings' prison term?



Log on to www.idgcentral.com to vote on this week's question: What's your No. 1 complaint about public cell phone usage?

Foiled! A prankster gets payback



*IDC's **Karen Cash** had quite a post-vacation surprise from her colleagues.*

IDC Sales/Services Representative **Karen Cash** returned to her San Mateo, Calif., office last month after a week's vacation, ready to dig into a pile of paper and e-mail trails. When she got there, however, those tasks were put on hold, as her entire cubicle area — the desk, computer, monitor, telephone, books, pens, file folders, loose coins and everything else, save for the leaves on her plant — was completely covered in aluminum foil!

What did Cash do to deserve such a shiny welcome-back surprise? "This was a little payback to her for a failed attempt to grow grass in a colleague's [Senior Client Services Representative **Rob Tons**] keyboard," said Lead Client Service Representative **Tina Adams**. "Karen had also been filling his desk with office supplies for months, and he couldn't' figure out where they were coming from."

When Cash went off on her family vacation, Tons enlisted Adams, Custom Solutions Sales Representative **Alex Weis** and Client Services Representative **Theresa Walz** to help him foil the cube, inspired by Cash's remark a while back that such a prank would be fun to do to someone else. They used a large roll of aluminum foil from Costco and two regular rolls from the grocery store; the task was completed over a couple of days (in between work assignments, of course).

When Cash returned, she couldn't do anything but laugh. "My first thought was 'I'm so proud of you all!' I felt like I had taught my children well," she said, noting that the detailed work was so impressive she's left some of the wrapping on. "The pennies were foiled so tight you could see the imprint on them!"

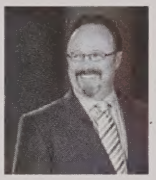
Adams said that while the group had never pulled such an extreme prank before, "everyone in our small group has a great sense of humor, and we do enjoy joking around from time to time. IDC is a great place to work, and most of us have been here for many years. We can't wait to see who takes the next vacation! " WU

for fun

quick poll

What I've learned in 20 years

The editors of World Update recently asked employees who have been with the company for 20 years or more to name one thing they've learned during their tenure with IDG. More responses are on IDG Central.



"If you want to take your career at IDG in new directions, just volunteer. There has always been so much change going on in this company that you can find new things to learn and do just by asking. Want to speak at events? Want to blog? Want to try almost anything? Just ask. You'll be glad — almost always! — you did."

*— **John Gallant**, Network World president and editorial director; 23 years*

"The one thing I've learned — especially as a leader — is never assume you have more power than you do. Overstepping bounds is a vital lesson, so staying grounded by knowing you have to answer to your team and those with higher power keeps you making the right decisions and on a successful course."

*— **Deb Goldstein**, IDG List Services president, 20 years*

"The more things change, the more they stay the same. The issues IT managers faced with their internal clients and end users are the same ones CIOs face today. The challenges managing timesharing services in the 1970s are the same challenges managing managed services today. There was too much information to digest back then, there is too much information to digest today. Nobody could keep up with Pat McGovern then, nobody can keep up with Pat McGovern today."

*— **John Gantz**, IDC chief research officer, 21 years*

"Pat McGovern has an amazing ability to remember and recite details about your work — and make you feel like you're on top of the world."

*— **Mitch Betts**, Computerworld executive editor, 22 years*

PETER SHORT

"Working in the credit dept for IDG for over 20 years I've learned not to take things personally. After all, I wouldn't be in any hurry to call a creditor myself if I owed them money."

*— **Jim Falanga**, IDG Corporate Credit senior credit analyst, 20 years*

BILL RIGBY

"I couldn't possibly name just one thing! To begin with I've learned I have fantastic judgment in choosing a job. This is a company where you can enjoy going to work each day, due, in most part, to an environment that acknowledges the employee concerns and offers you the tools to be successful. I've also learned throughout the years that I have the privilege of working with the best of the best."

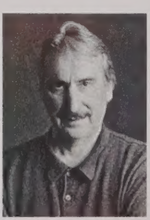
*— **Linda Gorgone**, Computerworld assistant to the editor-in-chief, 20 years*

"I have learned thousands of things, but I will point out two of them: You will be wrong when you plan your career path. I never would have imagined that I would stay more than five years at this company that I love. The second, and the most important, has been to learn from a quality Pat McGovern has. When he speaks to anyone, especially to his employees, he gives them a lot of optimism. He never says anything negative about your role, although sometimes there could be something he disapproves of. He always looks for the smallest reason to congratulate you."

*— **Francisco (Paco) Zabala**, IDG Spain country manager, 24 years*

"Learn to live in the moment. When you've been navigating the IDG corporate continuum a long time, you see a lot of things, positive and negative, come and go. Recognize and appreciate good times, good ideas, good energy and especially good people. Run with it, revel in them. Then when the inevitable bad times, frustrations and disappointments rear up, that is what will help you move forward."

*— **Wes Nihei**, IDG Entertainment editor, 22 years*



"Act as an entrepreneur, not as a manager. Never think of your bonus, always think of your company. Regard your business unit as your own company. Invest — even if it hurts the bottom line; in the future it will pay off. Accept the fact that the only consistency in business is change."

*— **Gebhard Osterwalder**, IDG Switzerland managing director, 21 years*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG **World**Update

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World Expo strengthens position in games arena

IDG to create consumer event, manage ESA's E3 Media and Business Summit

IDG World Expo has inked a pair of agreements with the Entertainment Software Association (ESA), the largest U.S. association dedicated to serving the business and public affairs needs of games publishers, that will significantly boost the company's visibility in this growing market sector.

Under terms of the first agreement, IDG World Expo will launch an as-yet-unnamed computer and video game exposition for consumers at the Los Angeles Convention Center that will have the exclusive endorsement of the ESA. The new expo will give game publishers, developers, platform holders, retailers and content delivery providers the opportunity to showcase and sell their products at the start of the holiday shopping season. The new event will be open to the public from Oct. 18-20, 2007. The expo will also feature game league tournaments, live sports demonstrations and a venue for hardcore gamers to network with each other.

The announcement of the new event follows several months after ESA announced it would discontinue the 12-year-old Electronic Entertainment Expo (E3), which attracted more than 60,000 attendees to the Los Angeles Convention Center last May.

CHARLOTTE MCCORMACK

Mary Dolaher *returns to IDG to head up IDG World Expo.*

In related news, **Mary Dolaher**, former vice president of ESA and eight members of her team have joined IDG World Expo. Dolaher, a long-time former IDG employee (see sidebar page 4), has been named executive vice president at IDG World Expo. She has led the team that managed E3 for the last 12 years.

ESA has selected IDG World Expo to manage its recently announced E3 Media and Business Summit to be held next July in Santa Monica, Calif. The invita-

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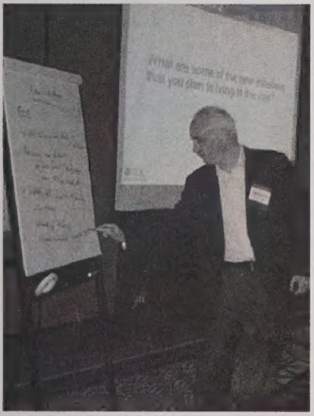
IDC's 15th GRAC meeting generates record ratings



IDC SVP/International Business Units ***Philippe de Marcillac*** *takes notes during the client feedback session.*

IDC started the new fiscal year with high client praise for the 15th annual Global Research Advisory Council (GRAC) meeting, which took place last month in Scottsdale, Ariz. The council brings together IDC's 110 largest clients from around the world to discuss IDC's initiatives for the upcoming year and provide feedback on existing products and services. Clients have the opportunity to network with IDC's senior management and analysts and with their peers.

This year's GRAC meeting received record scores for the overall event, with the highest praise for the organized 'Private Meetings with IDC Executives' sessions, which brought clients and IDC executives and analysts together in private one-to-one discussions. Client praise for the highly personalized attention included, "Access to execs was excellent," and "My sales rep 'held my hand' almost the entire time, helping me to connect with others."

"GRAC offers us a tremendous opportunity to connect with our clients,´ said IDC President & CEO **Kirk** **Campbell**, who kicked off the meeting with a presentation on IDC's goals and objectives for 2007. "Through the event, we work to build a strong, supportive community of customers to act as our advisors in support of our efforts to develop even more

JOAN JOLLEY

IDC Group VP/New Business Initiatives ***Clare Gillan*** *talks with a William Savino, a senior analyst for Avaya.*

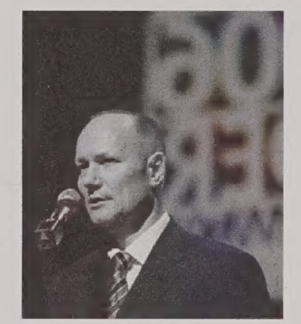
continued on page 5

in brief newsworthy

Computerworld Poland's 10th IT Leader gala breaks records

Computerworld Poland held its 10th annual Computerworld IT Leader Gala last month at the National Theatre in Warsaw, with sponsorship revenue (US$150,000), total sponsors (nine) and attendees (700) all record-setting figures for the event.

Over the years more than 50 companies and organizations have been recognized as overall winners in five categories: industry, public utilities, government administration, trades and services, and finance and banking. More than 145 companies have been finalists and several hundred more have submitted nominations. Throughout, the jury has measured the submitted projects according to the same criteria: IT support for business, its role in the improvement of customer and applicant support, and its enhancement of the organization's culture.


IDG Poland Managing Director ***Kazimierz Szot*** *welcomed 700 attendees to this year's gala.*

As in the past, Computerworld Editor-in-chief **Wojciech Raducha** served on the jury along with notable IT experts from prominent Polish businesses.

Launched in Oct. 1990, Computerworld Poland has long been the country's leading IT weekly.

Write to kazimierz_szot@idg.com.pl.

CW Denmark beats out rival for subscription deal with local unions

Computerworld Denmark faces a new competitor this year, but Computerworld's long-time market dominance gave it the edge in a recent subscription proposal that both publications pitched to Denmark's three IT trade unions.

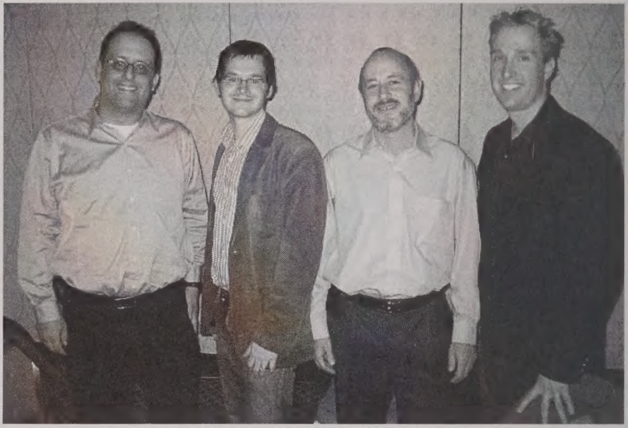
Computerworld was able to close the deal with all three unions, which combined have a membership of about 40,000. The agreement will give a free three-month subscription to anyone who doesn't yet receive the publication. Those who sign up will receive a 50% discount the first year and a 25% discount the second year.

COMPUTERWORLD
Receptregister udstiller danskernes sygdomme

Computerworld Denmark is also preparing for its biggest marketing campaign ever, which will feature testimonials from the prominent members of the Danish IT industry,

Contact Managing Director Søren Queitsch at sq@idg.dk.

IPS' Morris Effron discusses IDG online strategy at Folio: e-Publishing seminar


HOWARD SHOLKIN

L-R: Scott Klein, VP Web Site & Technology, The Nation; Jason Brightman, Web Director, Harris Publications; ***Morris Effron****; and Matt Kinsman, editor, Folio. The Nation is the oldest magazine in the U.S. dating back to 1855. Harris produces more than 70 special-interest titles including XXL, KING, RIDES, and SLAM.*

IDG International Publishing Services' VP, IT **Morris Effron** was one of four participants in a panel discussion at last week's e-Publishing Strategies seminar hosted by Folio: magazine. Approximately 30 people from various media outlets attended the Boston event. A similar program was held the week before in San Francisco, with IDG Communications Senior VP Online **Colin Crawford** taking part.

The seminar covered e-Publishing business models, tactics and techniques, and staff and organizational issues. Effron detailed IDG's transformation from a print-centric business to a media communications company integrating print, online and events. He highlighted the importance of search, keys to audience development, the value of IDG Connect, the company's unified customer database and the need to drive community engagement and content online. The importance of community content was a theme echoed by the other panelists as well as the audience.

IntelliQuest survey shows IDG's reach tops competition by far

IDG is the dominant media company for reaching technology buyers and influencers, according to the IntelliQuest CIMS Business Study Fall 2006. The combined reach of CIO, Computerworld, InfoWorld, Network World, Macworld and PC World is 4.3 million technology business influencers. IDG reaches 2.8 million more business influencers than CMP Technology and 1.4 million more than Ziff Davis Media. IDG publications also outdistanced top business media (BusinessWeek, Forbes, Fortune, The Wall Street Journal) in reach across corporate IT influencers with large budgets. By a 2-to-1 margin, IDG has a net reach advantage over business publications among corporate IT influencers with budgets of more than $1 million.

"The power of our print brands complements our online properties where revenue in the U.S. has increased more than 40% compared with 2005," said IDG Communications President **Bob Carrigan**.

The IntelliQuest study shows that corporate IT professionals are the most important influencers in the purchase of technology and that IDG is the undisputed leader in reaching these individuals. IDG reaches 62% more corporate IT influencers than CMP Technology, 48% more than Ziff Davis Media, and 122 percent more than selected business media.

the interview

one on one

Bob Carrigan
The president of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

> *"For FY07, our critical priorities are: build up our online databases to grow our lead-gen business, drive community engagement on our sites, work closely with the major search engines and aggregators to increase ad inventory, experiment with new verticals/channels and rich media products, and launch new events and conferences."*

Q You've recently completed a series of briefings updating IDG's U.S. media business units and support groups on the company's current performance and goals for FY07. Can you share some highlights?

A The purpose for the briefings was to show everyone in the IDG Communications U.S. business units that we are making great progress in transforming our business. Revenue is up for the first time in years, due to the fact that we are bringing in more revenue from online and events than we are losing in print. Our expenses were up only 1% — less than the rate of inflation, which indicates that we are growing revenue in higher margin areas such as online and events. In fact, online revenue was up 41%, and events was up 14%. Our profits were up 248% over prior year and well ahead of plan. The headline here is that FY06 was a year where we started to make serious progress.

For FY07, our critical priorities are: build up our online databases to grow our lead-gen business, drive community engagement on our sites, work closely with the major search engines and aggregators to increase ad inventory, experiment with new verticals/channels and rich media products, and launch new events and conferences.

Q By now, you'd have to be living under a rock to not understand the growing importance and emphasis being placed on online and event revenues at the various media business units throughout IDG. Can you summarize your thinking about the ongoing role of print at IDG?

A The role of print — first and foremost — is to be a profitable business. If it's not profitable, we should continue to reduce expenses to align expenses to the revenue. We'll continue to produce print magazines as long as it is a profitable business, and this needs to be evaluated on a product-by-product basis. But given that print advertising continues to decline year over year in most of the U.S. markets in which we operate, we need to take the necessary steps to reduce print expenses while we invest in newer, higher growth areas in the online and events areas.

The positive news is that we are truly demonstrating that we can build great non-print businesses. This continues to be our key challenge, and our FY06 results would indicate that we are on the right track.

Q I've heard you talk about the fact that we are not so much in a transition from print to online but in a transformation to online. What does that mean?

A It means that our brands have "legs" beyond our traditional print audiences. What we've seen is that our brands are attracting much larger — and different — audiences in the online medium and with events. So, we aren't really "transitioning" the same readers from print to online. What we are really doing is reaching many new readers and advertisers who have different requirements than those who are print readers. This is why I say that we are "transforming" our business, not simply transitioning it.

Q Where did all these new audiences come from?

A According to the recently released Intelliquest CIMS Fall 2006 study, there are roughly 36.6 million technology purchase influencers in the U.S. In aggregate, our print properties reach 4.3 million, or about 12% of total U.S. influencers. While this reach is larger than Ziff or CMP, it's important to note that there are many other influencers out there to reach, and the Web is the perfect way to reach them.

Q Back in the days when print reigned supreme, IDG's publications prided themselves on a strict separation of advertising and editorial. The conventional wisdom at the time seemed to be that readers wanted to get their news and information from journalists and editors. Today, we hear about how much online users value content not just from journalists, but also from vendors, other third-parties and other users. Why the change?

A I don't think that users have changed in terms of the sources of information they seek. It's just that the Web makes it easier to get a 360-degree view when researching technology products. The Web has made it easy to get a variety of perspectives including those from editors, vendors, peers and other third-party sources, so the users have come to expect a more complete perspective. This is a valuable role that our brands can play: to provide an aggregation of a variety of information sources that sit alongside our editorial content.

Q As IDG increasingly becomes a digital business, what are we doing to ensure that we have

continued on page 7

Dolaher returns

Mary Dolaher, the newly named executive vice president of IDG World Expo, will be a familiar face to some longtime IDG employees. Dolaher began her career at IDG in 1983 serving as an administrator and events manager for IDG Chairman **Pat McGovern**. She later became director of Corporate Communications and after 15 years, was recruited to run the Electronic Entertainment Expo (E3). She was most recently employed by the Entertainment Software Association (ESA), where she led the team that produced E3.

Dolaher has two decades of experience managing events and large industry tradeshows. At ESA she was responsible for E3's brand expansion, growing the exhibit show floor by 50% and revenues by 200% while consistently delivering a sold-out show to more than 60,000 attendees.

During Dolaher's tenure, E3 was consistently within the top 20 of the world's largest tradeshows and earned several industry awards including Highest Tradeshow Buying Power, Most Innovative Use of Technology for E3's Web site — http://www.E3insider.com — and for several innovative marketing campaigns. Most recently, Future Publishing LLC named Dolaher one of the Top 100 Most Influential Women in Gaming.

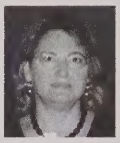
As executive vice president, Dolaher will have overall management responsibility for IDG World Expo and will report directly to IDG Communications President **Bob Carrigan**. Dolaher steps into her new role following the resignation last month of former World Expo President & CEO David Korse.

IDC Italy's government, health care event increases sponsors

IT use in public administration and health care was the focus of IDC Italy's latest event. Held in Rome last month, the fifth "IT in Government and Healthcare Industry Conference 2006" gave more than 300 high-level attendees from the health care and public sectors a chance to discuss how IT can help public services deliver maximum value to citizens.

Claps

Viola



Cattaneo

Lorenzelli

According to a study by **Massimiliano Claps**, program manager, European Vertical Markets, IDC EMEA, total IT spending in the Western European health care sector will grow from US$8 billion in 2005 to US$11 billion in 2009, with an average growth of 6.5% between 2005 and 2009.

"Notwithstanding the amount of money invested, there are plenty of complaints about inefficiency and poor quality of service and huge deficits on the shoulders of national health care services," Claps said. "International best practices indicate that IT can contribute to solving some of these problems."

Other IDC speakers at the event included IDC EMEA's **Gabriella Cattaneo**, director, Expertise Center Competitiveness and Innovation Policies and Strategies, IDC Italy's **Alessandro Lorenzelli**, practice manager, Consulting Italy; and **Ezio Viola**, group VP and general manager, IDC Southern Europe.

The IDC conference had nine sponsors — an increase from the previous year — including IBM Italy, Oracle Italia, 3Com, Sybase, T-Systems Italy, BlackBerry, Citrix Systems Italy, Hewlett-Packard Italia and LANDesk, some of which provided session speakers and panelists. Three end-user groups backed the event and promoted it to their members through ads on their Web sites and in their newsletters.

The conference's 17 media sponsors came from press agencies, business and IT magazines and portals, a multimedia technology channel and an online magazine for public administration representatives. IDC Italy also ran five conference preview articles in the Italian general business and IT press a month before the event. These were based on articles written by IDC Italy analysts on the chief conference topics.

The conference drew coverage in Italian business and IT press; television interviews with keynote and IDC speakers are available on the IDC Italy site, as well as on IDC's Digital Innovation Forum 2007 portal (http://www.innovation-forum.net). That site was created to promote IDC's Forum for Digital Innovation, a group started two years ago to promote the adoption of technological innovation in Italy with the goal of re-energizing the country's economy.

For the first time, IDC Italy organized a VIP lunch for sponsoring firm 3Com, which chose a group of end-user conference attendees it was interested in meeting. The 10 who accepted the invitation met with 10 top 3Com managers.

Contact IDC Italy Conference Group Senior Marketing Communication Specialist ***Claudia Corradi*** *at ccorradi@idc.com or go to http://www.idc.com/italy/events/itgov06/itgov06.jsp.* WU

World Expo

continued from page 1

tion-only summit will feature business meetings between retailers and developers, major news announcements and a software showcase.

"We are excited to have the endorsement of ESA for a consumer expo and to have been selected as the show management company to run the Media & Business Summit," said IDG Communications President **Bob Carrigan**. "I'm pleased that we are expanding our involvement in the interactive entertainment industry and to be able to tap into the expertise of the World Expo team to launch these events.

In a first for the tradeshow industry, IDG World Expo is inviting gamers to compete to name the new event. The online contest, which will run through Nov. 20, received more than 700 entries in its first three hours of going live. The contest is at http://www.gamepro.com/namedbygamers. The winning name will be selected by an advisory committee and announced in mid-December. The winner will receive two round-trip airline tickets, hotel accommodations during the event and exclusive VIP access to a behind-the-scenes tour.

For more information, contact Mary Dolaher at mary_dolaher@idg.com. WU

November 13, 2006

Project Manager (IDC)

The Information Technology group at IDC is seeking a Project Manager who will work with business owners and technologists to define project deliverables, document specifications, and guide projects through the Software Development Life Cycle (SDLC). The Project Manager will be responsible for writing specifications working with business owners and technologists to determine scope and ensuring the SDLC has been followed. Reporting directly to the Vice President, IT Planning, responsibilities include: developing and managing close relationships with users, ensuring best practices are maintained and utilized, specifying project deliverables and managing project schedules. We are seeking an individual who has experience in a collaborative environment, and is adept at working with individuals both across the U.S. and internationally. The individual must possess excellent writing, business analysis, project management and presentation skills. Must have experience and credibility to work with a technical team and the communication skills to work with all levels of management. This position requires 4-7 years experience as a Project Manager or equivalent. Must be very detail oriented and possess a strong process and results oriented background. Experience working with a global team strongly preferred.
Location: Framingham, MA
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Audience Development Coordinator (IDGE)

IDG Entertainment is searching for an Audience Development Coordinator to be responsible for user engagement with the IDG Entertainment network of sites (Gamepro.com, Games.net etc.). S/he will be responsible for maintaining a strong relationship with our users, and for tracking and optimizing their relationship with our sites. The ideal candidate will have knowledge of Internet publishing, with a minimum of 2 years of professional experience, and an emphasis on online user loyalty and community. Experience with gaming and community maintenance preferred. Candidates will have a strong desire to interact with our users on every level and develop new methods of increasing their loyalty to IDG Entertainment. Candidates must have strong organizational and analytical skills, as well as proficiency in Microsoft Office. ***Location: San Francisco, CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Sales Associate (IFW)

InfoWorld Media Group seeks a highly independent Sales Associate to provide support for an Account Director. Key responsibilities include maintaining sales/client files and databases, providing outstanding customer service to clients, setting-up meetings, preparing sales presentations, facilitating ad production, and providing general administrative and office support to the print ad sales team. This position requires top-notch organizational, time management and oral/written communication skills, as well as be familiar with Microsoft Office. Candidates must demonstrate a high degree of professionalism, thrive under tight deadlines, manage multiple projects and have an eye for detail. A minimum of 2 years administration experience preferred; familiarity with publishing and online advertising is ideal. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

IDG

Current Jobs, Week of November 13, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Channel Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Events	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network Operations Manager	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Advertising Operations Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Admin	Online Office Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Conf	Marketing/Client Relations Associate	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Edit	Staff Writer	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	IS	Associate User Support Specialist	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Online	Online Associate Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Senior Solutions Architect	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Research	Editorial and Marketing Research Analyst	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Sales	Sales Relationship Manager	Framingham MA	Beth Ramistella	bramistella@cxo.com	508-935-4192
	Tech	Chief Technology Officer, Online	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web System Administrator	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
IDG						
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IDG Communications						
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	Online	Lead Content Producer	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4791
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	HR	Benefits Administrator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	HR	Benefits Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
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	Online	Online Ad Operations Assistant	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
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	Online	Online Media Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
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	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
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	Consulting	Market Model Programmer	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Project Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143

Go to http://careers.idg.com to view all current job opportunities at IDG

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	Marketing	Associate Marketing Specialist, Software and Services Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Sr. Market Development Specialist, Services & IDeAS Rese	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Digital Media and Entertainment	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, IT Outsourcing and Utility Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Procurement and Supply Chain Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager, Worldwide Services and Emerging Servi	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Digital Marketplace and Collaborative Co	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, ROI	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Semiconductors: Networking, Broadb	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Supply Chain Management Solutions	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Sales	Sales Representative - GEA, Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
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	Tech	Project Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Designer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
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	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
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	Research	Research Analyst, Government Insights	McLean VA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Health Industry Insights						
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IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

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Coming up

IDC's Service-Oriented Architecture Forum Midwest
Nov. 16
Chicago
http://www.idc.com

Business Blog & SNS World
Nov. 16-17
Chiyuda-ku, Tokyo
http://www.idg.co.jp/english/event.html

ROCS
Nov. 21-24
Bucharest, Romania
http://www.idg.ro

Third Forum for Broadband Services
Nov. 21-22
Warsaw, Poland
http://www.computerworld.pl

Business Continuity Management Conference & Expo
Nov. 21-22.
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

Compliance & IT Conference & Expo
Nov. 21-22
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

Storage Management World
Nov. 21-22
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

U.S. Presidents Meeting
Nov. 29
Boston
nelva_riley@idg.com

IT Roadmap: San Francisco
Nov. 30
San Francisco
http://www.networkworld.com/events

Data Protection and Archiving Forum: Replicate, Recover, Retrieve
An IDC and Kahn Consulting event
Dec. 6
New York City
http://www.idc.com/dpaforum06

ComNet Laos
Dec. 19-21
Vientiane
Laos
http://www.idg.com.vn

GRAC

continued from page 1

relevant research about the dynamic technology marketplace. This year's council captured a tremendous amount of valuable feedback throughout the two days that will further improve IDC's research and service and drive increased business."

The valuable client-IDC exchange of information took place during formal Q&A sessions, in one-on-one meetings, as well as in the many informal discussions in hallways and over meals and organized activities. Clients at this year's GRAC meeting validated the importance of this exchange with comments such as "[What worked well was] the time we are able to provide our feedback and describe our needs. It is also valuable hearing from our peers in the industry. I do feel IDC truly listens at this event, which makes GRAC extremely valuable."

Following Campbell's opening presentation were two days of sessions led by master of ceremonies **Frank Gens**, SVP/Research, including keynote speakers **Rich Vancil**, VP/CMO Advisory Research, on Tech Marketing 2007: Industry Trends and Essential Guidance; and **John Gantz**, SVP and chief research officer, on Market Forecasting During Market Disruptions, Inflection Points, Macroeconomic Uncertainty, and Geopolitical Volatility.

*IDC Group VP/Global Selling, Europe **Keith Henry** (l) catches up with Group VP/Network Infrastructure **Lee Doyle**.*

Other highlights of the program included:

- A panel discussion on IT Trends in the New Emerging Regions moderated by **Philippe de Marcillac**, SVP/International Business Units, featured **Linus Lai**, research director, IDC Malaysia; **Jyoti Lalchandani**, VP/regional managing director, IDC Middle East and Africa; **Ricardo Villate**, general manager, IDC Latin America and **Antonio Romano**, general manager, IDC Spain.

- Three role-based best practices and feedback sessions were led by Gantz on Market Intelligence; **Crawford Del Prete**, SVP/Communications, Hardware, Services, and Software Research on Analyst Relations and Gens, who led a session on Research on Product Marketing and Product Management.

- A panel discussion on Technology Innovations and Challenges Across Industries led by **Dennis Philbin**, SVP/Vertical Market Business Units and New Ventures, featured **Teresa Bozzelli**, managing director, Government Insights; **David Cox**, group VP/Global Banking and Insurance, Financial Insights; **Scott Lundstrom**, VP/Research, Health Industry Insights; **Rick Nicholson**, VP/Research, Energy Insights; and **Bob Parker**, VP/Research, Manufacturing Insights.

JOAN JOLLEY PHOTOS

*IDC VP/Enterprise Accounts **Ken Hoyt** and IBM's Shari Morewood had time to chat at the casual Western-themed barbecue.*

Gens closed the gathering with a recap of the meeting and announced the client-nominated Analyst of the Year: **Hoang Nguyen**, program director, Worldwide Quarterly Enterprise Trackers.

Clients said they enjoyed networking with IDC executives and peers at activities throughout the meeting. A casual Western-themed barbecue offered attendees an opportunity to dine under the stars, listen to cowboy music and stories, stargaze with an astronomer, dress up in 1800's Western gear for commemorative photos and watch a traditional Native American hoop dance performance. A golf scramble chaired by **Ken Hoyt**, group VP/Sales, included 45 golfers who competed for prizes. Hot-air balloon rides over the Sonoran Desert at dawn were a highlight for many attendees.

"In planning GRAC and other IDC corporate events for our clients, we work to create pockets of time for clients and IDC analysts and executives to connect," said **Joan Jolley**. director, U.S. Conference Operations. "Our sessions have always received high praise, but it was terrific to see increased client praise and attention given for the organized private meetings and activities. Sales colleagues prior to the event and onsite did an extraordinary job guiding our guests to foster these connections. It certainly showed in client feedback, and we'll look forward to seeing the results in increased business."

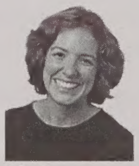
Contact Joan Jolley at jjolley@idc.com.

noteworthy people

Promotions

Lively

CIO Executive Council Program Director **Shaw Lively** has been promoted to managing director of program services. "Shaw was originally hired into the Council to head up any Financial Services initiatives that the Council might develop," said Council Founding General Manager **Mark Hall**. "It was clear from the outset that his talents and abilities could scale well beyond the original scope of his job description, and Shaw was given management responsibility of the Program Services team, which manages the bulk of the Council's services to its members. Under his exceptional guidance, the Program Services team has grown and matured into a real first-class operation, both in terms of its team members and in the quality of the service the team provides to our CIO members. Along with the exceptional team he has built, Shaw's keen business acumen and highly creative and positive demeanor have been key to the Council's success to date." *slively@cxo.com*


Mathews

Carrie Mathews, CIO Executive Council membership services manager, has been promoted to senior program manager. "Carrie has been enriching everyone with whom she comes into contact with her positive, affirmative disposition since joining the Council in 2004," said Council Founding General Manager Mark Hall. "With a background working for the Council's principle competitor, Carrie has been extremely instrumental in helping envision what world-class services look like. In her new role, Carrie will take over the management of one of two newly created Program Services teams, each consisting of a senior program manager, two program mnagers and a new created program coordinator position." *cmathews@cxo.com*

Golden

CIO Executive Council Member Services Manager **Bill Golden** is now senior program manager. "Bill, who has been with us since before the Council launched in 2004, began his tenure with the Council in sales," said Council Founding General Manager Mark Hall. "During those early days, the sales team did split duty between sales and member services. It was clear early on that we needed team members dedicated to member services. So Bill took the plunge and became the Council's first full-time program manager. His gifted and creative impact upon the entire Council organization is unmistakable. Bill is arguably one of the most well-rounded staffers in the Council. He demonstrates success in the sales environment particularly, saving problem renewals, is regularly on the road engaging members and leading in-person member programs and has successfully created some of our most demanding and complex program offerings." *bgolden@cxo.com*

New employees

CXO Media has hired **Nicole Blackburn** as a sales associate; she was previously a development associate with the United Way of the National Capital Area. She attended American University in Washington, D.C., where she received a B.A. in interdisciplinary studies, religion and American studies. In her free time she enjoys painting, biking, hiking and museums. *nblackburn@cxo.com*

The CIO Executive Council's new program coordinator is **Susan Pathiakis**. She was previously an office maanger and property manager with OTCO, Inc. and has worked as a real estate agent. She attended Quinsigamond Community College in Worcester, Mass., earning an Associates degree in legal secretarial studies. She enjoys scuba diving, whitewater rafting, motorcycling, Kenpo karate and camping and fishing weekends in Maine. *spathiakis@cio.com*

Moore

Previously a senior associate with Booz Allen Hamilton, **Michael Moore** joins IDC's Government Insights group as a consulting director. He earned a B.A. in economics from the University of Maryland/College Park and enjoys cycling, hunting, golf and softball. *mmoore@government-insights.com*

Torok

Pamela Torok is Computerworld's new production coordinator; she was previously production artist with Professional Graphics, Inc. She earned a B.S. in communication media with a concentration in photography and graphic design from Fitchburg (Mass.) State College. Outside the office she enjoys running, travel, darkroom printing, bikram yoga and "eating chocolate chip cookies." She recently beat her personal best in a 5K road race. *pamela_torok@computerworld.com*

Lorraine Minogue joins IDG Communications's Paramus, N.J. office as a part-time office associate, managing the day-to-day operations of the office. Before joining IDG, she worked at Nyack (N.Y.) Hospital providing administrative support. She also works at Pottery Barn as department coordinator during evening hours. *lorraine_minogue@idg.com*

Transfers

Scherzer

Stephan Scherzer, group publisher for consumer magazines at IDG Communications Media AG in Germany, moves from Munich to San Francisco to become senior VP and general manager online for PC World and Macworld, effective January 2007. Scherzer joined IDG Germany in 1991 as an editor of Macwelt, has been a member of the Group Management Board of IDG Germany since 2004 and has been responsible for the media brands of IDG Magazine Media GmbH (PC-WELT, Macwelt and Digital World) and IDG Entertainment Media GmbH (GameStar and GamePro) and tecCHANNEL. "This opportunity to shape the online strategy of two of the big, successful brands in the IT industry, as a German, in the home country of the online boom is the right challenge at the right time," Scherzer said. IDG Germany Managing Director **York von Heimburg** said he was "extremely reluctant" to see Scherzer go, adding that "Stephan has played a major part in the successful building of our brand position in Germany. I would like to thank him for his good work and wish him every success in his new position." *stscherzer@idgmagazine.de*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Fernando Rodriguez *IDG Spain*

17

Bruno Agostini *Nuov@Periodici Italia*
Sandy Wong *PC World*

16

Donald Seay *Network World*

15

Penny McConnell *IDC Canada*
Irene Ford *IDC U.K.*
Patrick Gorman *IDC*

14

Simona Varisco *Nuov@Periodici Italia*
Grazyna Skibniewska *IDG Poland*
Dawn Kezer *InfoWorld*

13

Adam Gaffin *Network World*

12

Silvia Cardinale *Nuov@Periodici Italia*
Seana Dowling-Guyer *IDC*

11

Antonio Romano *IDC Spain*
Fay Harward *IDG U.K.*

10

Denny Arar *PC World*
Denise Pappalardo *Network World*

9

Sandra Andersson *IDG Sweden*
Alain Ledoux *IDG France*

8

Jean Gimont *IDG France*
Kevin Railsback *InfoWorld*
Michele Nelson *Mac Publishing*
Tom Spring *PC World*
Kimberly Muri *IDC*
Bonnie Presti *IDC*
Jason Meserve *Network World*
Amanda Conroy *IDG Australia*

7

Thomas Richard *IDC*

6

Danilo Loda *Nuov@Periodici Italia*
Shane Hannam *IDG Global Solutions U.K.*
Olivier Coredo *IDG France*
Danielle Williams *IDC Denmark*
Cindy Proctor *Connell Communications*
David Shiang *IDC*
Julie Cornell *IDC*
Marjorick Foisy *IDC*

5

Gabor Marosvari *IDC Hungary*

4

Rainer Kaltenbrunner *IDC Austria*
Jamie Sharp *IDC Canada*
Johan Eriksson *IDG Sweden*
Sander van de Graaf *IDG Netherlands*
Fung-Yee Tang *IDC U.K.*
Donna Anthony *IDG Australia*

3

Dino Del Vescovo *Nuov@Periodici Italia*
Gary Clarke *IDC Australia*
Eugene Wee *IDC Singapore*
Niki Dal Bello *IDC Canada*
Jose Pauty *IDG Netherlands*
Karesten Fogh Ho-Lang *IDC Denmark*
Kathleen Wilhide *IDC*
Jennifer Moberg *Network World*

2

Luca Masoni *Nuov@Periodici Italia*
Maria Jesús Gómez *IDC Spain*
Eduardo Caceres *IDC Canada*
Vasu Daggupaty *IDC Canada*
Moa Hansson *IDG Sweden*
Anna Kozlowska-Rorat *IDG Poland*
Yevgeny Kaplan *IDC*

1

Tim Shepheard *IDC New Zealand*
Sharee Odedra *PC Advisor*
Nicelio Junior *IDG Brazil*
Noortje Tjeertes *IDG Netherlands*
Jennifer Ma *PC World*
Paul Crew *IDC U.K.*
Jan Mikkelsen *IDG Denmark*
Joseph Pucciarelli *IDC*
Timothy Mahan *IDC*
Dave Jansen *IDG Australia*
Mariann Funtanilla *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

robust technological platforms to support that business and sufficient development resources to move quickly to offer customers and readers the richest online experience?

A This is a great question — one that keeps a lot of us up at night! As we become more of a digital business, we absolutely need the right technology platform to continue to grow. Here's what we are doing about it: We are in the process of picking an outside consultant to evaluate our IT and Web infrastructure against our business goals. In three to five months, we'll have some recommendations about the specific areas where we need to invest, and we'll start to incorporate those recommendations into our future business plans.

Q I've heard you hold up The New York Times as an example of a media company that has done an excellent job of growing its business online while continuing to make its print product more interesting. Can you briefly explain what you think they're doing right?

A I don't know of any other media company that is making the sort of investment in its online business that The New York Times is. First, they are among a rare group of media companies driving paid subscriptions on the Web via TimesSelect. They are building excellent verticals in Finance and Classifieds. You see lots of community elements all over the site. They've made a lot of bold moves including buying About.com and integrating their print and online editorial teams.

And the print newspaper continues to move away from breaking news to features and news analysis. I am amazed at how much rich content that they stuff in a daily edition of the print newspaper! And, it's the sort of content that I don't necessarily want to see online. Like no other publisher I've seen, The NY Times Company is transforming its business to suit the needs of its users and advertisers. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

celebrating 10!

Name
Liu Yuelan

Home
Beijing

Joined IDG
July 1994

Career path
1994-1995, Sales Representative, Advertising Department of Electronics Today (known as Electronic Products China since 1998)
1995-1998, Director, Advertising Department of Electronic Today
1998-present, Executive Publisher of Electronic Products China (EPC)
2000-2005, Deputy Publisher of Motor China
2006-present, Vice President of IDG China

Current responsibilities
Vice President of IDG China, Executive Publisher of EPC, and Group Publisher of Motor China. I am in charge of the operations of the two magazines and report to the board.

Most challenging part of your career
By the time I was appointed as deputy publisher of Motor China, the magazine had lost money for more than three years. The automobile aftermarket was a totally new area to me. I had to work really hard to turn it around in a short time.

Moment at work you will never forget
One day in 1995, I had a drink with a client from a big computer company at a hotel. After the meeting, I got a big contract for the first time in the early stage of my sales career. I was so excited that I forgot to pay the bill when we left.

What's kept you at IDG for 10 years?
IDG is a well-known international company. It offered me opportunities to improve my self-worth and grow from a salesperson to a professional publisher.

Outside interests
Traveling, reading, and listening to music.

Family
My husband Wu Haimin (Edward) and my 12-year-old daughter. Daisy Wu Daixi.

If you won the lottery tomorrow, you would
Plant a big fruit field on a beautiful mountain. I will use the money from the planting to support poor children for them to go to school. In my spare time, I'd like to travel around the world.

*IDG China's **Liu Yuelan** was the guest of IDG Chairman **Pat McGovern** at a dinner in Beijing honoring her decade of service to the company.*

Favorite vacation spot
Hawaii in the U.S. and Lijiang in China's Yunnan Province.

Your idea of a perfect day alone?
Sitting by a lake surrounded by mountains and reading my favorite books.

Manager's profile
"Liu Yuelan is a very dynamic and capable publisher. She dares to take the challenge and has an outstanding ability to execute her plans. Once she has a goal, she will do everything to achieve it as quickly as possible. After she became the publisher of Motor China in August 2000, the sales volume from October to December equaled the total from January to September. And she dramatically increased ads pages from four in August 2000 to 41 in June 2001. In addition, she is a good leader who takes good care of her team members."

— *Hugo Shong, president, IDG China*

Question of the Week for Nov. 6

What is your No. 1 complaint about public cell phone usage?

Talking in movie theaters or other quiet places
32%

Talking while driving
27%

Talking too loudly
23%

Answering calls in mid-conversation
18%

Log on to www.idgcentral.com to vote on this week's question: Which browser do you use most often?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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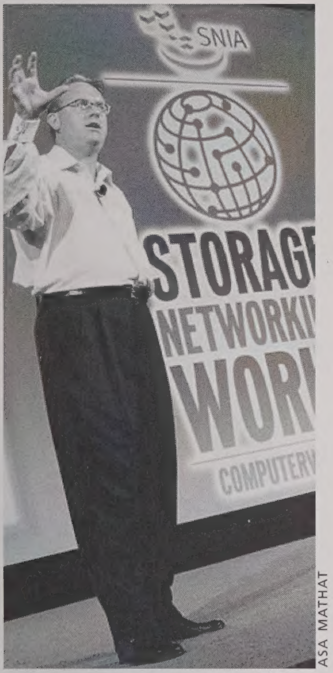
WWW.IDGCENTRAL.COM

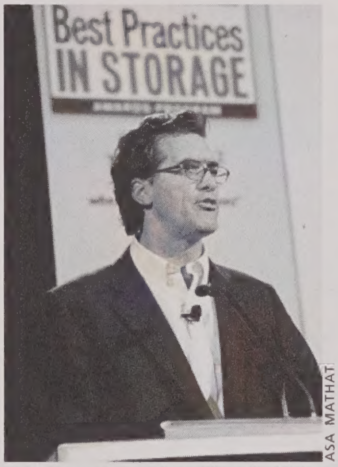
CW's SNW Fall extends event's dominant market position

Voicemail reminders help drive best-ever conversion of registrants to attendees


ASA MATHAT

*Computerworld Executive VP **Ron Milton** welcomed more than 2,500 attendees to the 15th U.S. SNW event.*

The numbers for Computerworld's 15th Storage Networking World are in: For four days earlier this month more than 2,500 attendees took part in 130 sessions given by 170 presenters and panelists. Produced by Computerworld and co-owned by Computerworld and the Storage Networking Industry Association (SNIA), Storage Networking World (SNW) is the world's largest storage networking conference and drew IT managers, storage architects and infrastructure professionals from the U.S. and abroad to its Fall '06 edition in Orlando, Fla. Two U.S. events are held annually.


ASA MATHAT

*Computerworld President, CEO and Publisher **Matt Sweeney**.*

"SNW Fall achieved record IT management attendance for its 15th domestic event," said **Matt Sweeney**, CEO of Computerworld. "The quality and quantity of users in Orlando definitely achieved 100% sponsor satisfaction and continued the trailblazing success of the SNW and Computerworld brands in the storage industry."

Attendees could choose from 11 conference tracks including the following: Career Development, Industry Primer, Data Protection and Security, End-User Case Studies, Grid/Utility Computing and Regulatory/Compliance. Among the IDC analysts giving briefings and presentations were Group VP **John McArthur**, Program Directors **Dave Reinsel** and **Doug Chandler**, Program Manager **Brad Nisbet**, VP **Richard Villars**, Research Managers **John Rydning**, **Rhoda Phillips** and **Robert Amatruda**, Research Directors **Joseph Pucciarelli**, **Bill Roch**, Wolfgang

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IDG Hungary takes over promising online gaming site *page 4*

Celebrating 10: PC World China's Huang Weimin *page 8*

Referral program helps attract talented employees to IDG

Employees whose referrals result in successful hires eligible for cash bonuses

When it comes to attracting talented new employees to IDG's various U.S. business units, quite often the best source of candidates is IDG's current employees. "Employee referrals are the source of more new hires than any other recruitment method," said **Piper Sheer**, vice president, HR, IDG Communications. In FY06, a total of 303 people joined IDG business units in the U.S.; 99 of those people, or almost 33%, were referred by existing employees. (By comparison, some other recruitment methods include online advertisements (14%), IDG internal job postings (11%), and agencies (6%).

To encourage employees to refer qualified candidates for open positions, most of IDG's U.S. business units participate in the company's Employee Referral Program. Under terms of this program, any employee who refers a candidate that is hired by a participating business unit will receive a $1,000 bonus after the new employee is on the payroll for 90 days. (Employees referring candidates that are hired on a part-time basis working at least 20 hours per

*CXO Media's **Dexter Siglin** (l) referred both **Janet Williams** and **John Harrison** to IDG.*

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in brief newsworthy

Government Insights' staff turns out to honor IT innovators

Members of the Government Insights staff attended last month's Government Computer News (GNC) gala to honor the winners in GCN's 2007 awards program. The awards recognized individuals from industry and governmental agencies and governmental teams whose high levels of performance and innovative IT accomplishments have provided effective mission-critical solutions. The black-tie event was held at the Washington, D.C., Hilton.

Government Insights was created by IDC last year to assist government executives and the vendor community that serves the government achieve mission-critical success by maximizing the value of technology investments.

Turning out to honor winners of Government Computer News' award program were members of the Government Insights staff including (top, l-r): Senior Research Analyst ***Jim Pettler****, Research Program Director* ***David Perara****, IDC Senior Vice President* ***Dennis Philbin****, Program Manager/Government* ***Shawn McCarthy****, Senior Account Executive* ***Craig Denning****, Consulting Director* ***Michael Moore****. Middle (l-r): Office Manager* ***Julia Nelson****, Account Executive* ***Kandy Nardini****, Senior Research Analyst* ***Jenny Whitmer****, Marketing Director* ***Adelaide O'Brien****, Vice President/Research* ***Judy Carr****. Bottom (l-r): COO/Managing Director* ***Teresa Bozzelli*** *amd Senior Account Executive* ***Cathy Cromley****.*

Briefly noted

IDG landed at No. 107 on Forbes annual list of the U.S.'s largest private companies. The 394 companies on this year's list all have at least $1 billion in annual revenue. The top 10 are Koch Industries, Cargill, PricewaterhouseCoopers, Publix Super Markets, SemGroup, Mars, C&S Wholesale Grocers, Ernst & Young, Bechtel, and Meijer. For the complete list go to http://www.forbes.com/lists/2006/21/biz_06privates_The-Largest-Private-Companies_Rank.html.

IDG World Expo announced the dates for the sixth annual Digital ID World: Real World Deployments, Real World Perspectives. It will take place Sept. 24-26, 2007, in San Francisco. For the first time, the conference will have an analyst advisory board that will provide expert input on conference content.For more information, go to http://conference.digitalidworld.com/2007.

CIO Cono Sur targets readers in four South American countries

Enjoying the launch event in Buenos Aires are (l-r): ***Jim Sullivan****, VP/Licensing & Operations, IDG International Publishing Services;* ***Alberto Padin****, commericial director, CIO Cono Sur;* ***Maria Florencia Rolandelli****, business development manager, Media Innovation; Daniel Galanti, CTO, Patagonia Technologies; and* ***Omar Arab****, chairman, Media Innovation.*

IDG's new media partner in Latin America, Media Innovation, introduced the region's second CIO product earlier this month with launch events in Argentina and Chile. IDG Brazil has produced CIO Brazil since August 2005.

Jim Sullivan*, VP/Licensing & Operations, IDG International Publishing Services (l), and CIO Cono Sur Commercial Director* ***Alberto Padin*** *display the first issue.*

CIO Cono Sur (Southern Cone) serves the CIO community in Argentina (circulation 10,000), Chile (5,000), Uruguay and Paraguay (2,500 each). The Web site (http://conosur.cio.com) debuted at the same time. One of its features is a set of 10 tutorials, in English, on topics such as e-commerce, open source and outsourcing. The tutorials have a Q&A format, and the content is drawn from compilations by CIO U.S. editorial staff.

Approximately 150 CIOs and representatives from the vendor community attended a champagne-and-appetizers gathering in Buenos Aires, while a more exclusive group of 35 executives attended a similar event in Santiago, Chile.

According to Business Development Manager **Maria Florencia Rolandelli**, the new publication differs from its competitors, which focus exclusively on technology, by addressing business topics as well.

Contact Maria Florencia Rolandelli at rolandellif@mediainnovation.com.ar.

Contact information

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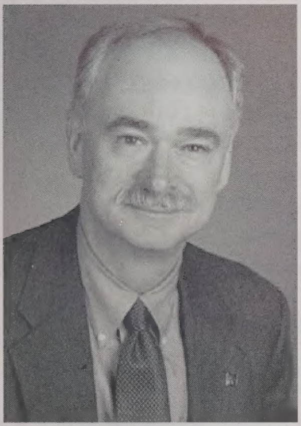
C 10030ABR
Argentina
Latin America
Tel: +54 (11) 4317-6812
Omar Arab, chairman
omar.arab@patagonia-tech.com

the interview

one on one

The president and CEO of IDG International Publishing Services is this week's columnist. Reach him at david_hill@idg.com.



"In the U.S. IDG is now a Web-focused media company. We have already seen the first European country — Denmark — pass the tipping point where Web business is more than replacing the losses from print. In the next few months more European countries will pass that point."

Q As you travel around the world, what trends do you see from market to market in the transition to the Web?

A At IDG we have the advantage of having watched technology trends roll around the world for 40 years. There is a quite predictable process of technology adoption flowing from the most developed countries of North America, Europe and Asia to Eastern Europe, Latin America and parts of Asia. The starting point always used to be the U.S. Now it may be a Western European country, China or Korea, but the process of spreading across the world remains much the same. Within two years, the technology will be widely adopted in North America, Western Europe and parts of Asia. Another year or two and it will be in most other nations.

In the U.S., the IDG transformation to the Web is essentially done. This does not mean we will not go on developing new products, services and ways of utilizing the Web to serve our customers. But in the U.S. IDG is now a Web-focused media company. We have already seen the first European country — Denmark — pass the tipping point where Web business is more than replacing the losses from print. In the next few months more European countries will pass that point.

For other countries, the implementation of broadband will be the largest factor in the growth of Web business. These countries will have the advantage of knowing from the IDG experience what works and can have the products, services and systems in place when their markets mature. For smaller countries it may seem like the tipping point is far away, but I can assure you it is coming and will arrive much faster than you think.

Q It has been suggested that the time will come when the IT information business will consist of one big Web site translated into English, Chinese, German, Japanese, Hindi, etc. Is this the future of IDG?

A I think not. Although online audiences are much more cross-border than print audiences were, think of the most popular items on our Web sites today — reviews of local products, local pricing, local market news, local job opportunities, local salary surveys. There is a lot of news and information we can share around IDG, and we will continue to do so, but local markets will remain local.

Q International Publishing Services is about to celebrate its 20th anniversary as a division of IDG. What is the key to the group's success, and what does the future hold?

A IPS started with the IDG News Service and over the years added international licensing, World Update, corporate communications, IT projects and assorted other projects. The key to success is simple, and is the same one that has made IDG as a whole so successful — great people. We hire really great people, we get out of their way, and we let them do their jobs.

World Update is a good example. About 18 years ago **Pat McGovern** called me on Halloween and asked me to have dinner with him that night. Over dinner he said that he was unhappy with the quality of the company newsletter and he wanted IPS to take it over and make it better. I told him if we took it he would have to trust us, give up editorial control and let us make it an instrument of company news and best practices. He said OK. A couple of weeks ago I was doing an annual performance review with one of the World Update editors. She pointed out to me that World Update is the only company newsletter they have even encountered that is not censored by senior management. Totally without senior management oversight, I believe in the last 18 years World Update has fulfilled its mission and never embarrassed Pat for his decision.

Q You have just completed 20 years with IDG. What are some of your memorable moments?

A I could never have imagined what I would experience when I signed on 20 years ago. Some of the wilder memories include dodging Shining Path Marxist guerillas in Peru, flying through the burning oils wells into Kuwait City in the aftermath of the first Gulf War, and changing hotels in the middle of the night in Istanbul to escape Turkish mobsters while a Czech former KGB agent covered my back.

But then there was dinner in the Temple of the Moon at the Summer Palace in Beijing, bumping into Vladimir Putin in the lobby of a hotel in Brussels (he is incredibly short), strolling up the Champs Elysee at midnight in May, and drinking the world's best margaritas at the San Angel Inn in Mexico City. What other company would give you those experiences?

Q The Management Team meets once a month in person at the Financial Review Meeting and once a week by phone. What really goes on in those meetings?

continued on page 6

IDG Hungary invests in promising online gaming site

IDG Hungary has taken over the management of the Web site of the most popular online game in Hungary, World of WarCraft (WOW), and its efforts to make it a more community-oriented site show promising early results for increased traffic and revenue.

Launched in 2003 by a group of fans, http://www.worldofwarcraft.hu originally provided background information about the much-anticipated online role-playing game. The game was just in beta mode at the time, but when it officially debuted in 2005, the site made its first inroads into being more community-oriented. A few months ago, IDG Hungary and Project Manager **Dániel Hadházi** stepped in to each co-own the site, took over its management, and expanded its user-based content. The site was completely redesigned and the source code reprogrammed by Hadházi and his team of two freelancers.

Some of the new content is similar to what competitive sites might offer, but IDG Hungary's site provides it free as a way to quickly increase the number of unique users and in the process lure more advertisers, said **Karoly Mezei**, editor-in-chief of IDG Hungary's Web sites. The Raid Calendar, for example, is something players can use to publish raid dates and times for their clan members. The clan members sign up for the raids, so the leader knows who will be playing on that date. Another service called the DKP (dragon kill point) System comprises an in-game add-on and a page module. It automatically counts the loot from a raid and how it is distributed, and later the information can be uploaded to the site so other clan members can track their DKPs and other information about the raid.

IDG Hungary's WOW site also provides gaming information that players can use to write their own user guides. Players are also invited to contribute news and articles. "That's been a great way to develop unique content for the site," Mezei said. "Since they're such dedicated fans of the game they love to contribute, and as we bring in more new users, that's a lot of content for us." The team organizes occasional contests on the site that offer valuable prizes such as beta keys to play the preliminary version of Burning Crusade, an expansion of the WOW game due out next year.

Before IDG Hungary became involved in WOW, the site had no marketing or advertising. Now Hungarian game distributors of all varieties have begun promoting their new games on the site, and IDG is reaching out to any other companies that want to reach hard-core gamers. Many World of WarCraft distributors are also there, such as Holdfeny Team, which is publishing World of WarCraft trading card games in Hungary.

The site has 3,500 to 4,000 unique visitors per day and about 45,000 to 50,000 page impressions per day. Those statistics represent a 12% to 15% increase since IDG Hungary and Hadhazi took over the management, and the numbers are still increasing.

The WOW site and IDG Hungary's GameStar site (http://www.gamestar.hu), the most popular gaming Web site in the country, share links.

"When we started the Warcraft site, we felt the game would be in the spotlight for at least three years," Mezei said. "We thought it was worth making the investment to create a good system for the players."

IDG Hungary is now looking into creating a similar community-oriented site for a popular video game.

Write to Daniel Hadházi at dhadhazi@gmail.com. WU

Coming up

ROCS
Nov. 21-24
J.W. Marriott Grand Hotel
Bucharest, Romania
http://www.idg.ro

Third Forum for Broadband Services
Nov. 21-22
Novotel Airport Hotel
Warsaw, Poland
http://www.computerworld.pl/konferencje/broadband2006/eng/zagadnienia/html

Business Continuity Management Conference & Expo
Nov. 21-22
Shinjuku-ku NS Bldg.
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

Compliance & IT Conference & Expo
Nov. 21-22
Shinjuku-ku NS Bldg.
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

Storage Management World
Nov. 21-22
Shinjuku-ku NS Bldg.
Shinjuku-ku, Tokyo
http://www.idg.co.jp/english/event.html

U.S. Presidents Meeting
Nov. 29
Boston
nelva_riley@idg.com

For a more complete listing of IDG events, see the events link on IDG Central.

November 20, 2006

Advertising Operations Specialist (CWI)

Computerworld is seeking an Advertising Operations Specialist to join our successful and fast paced online account services team. This role is primarily responsible for managing ad placements and involves everything from checking availability to final reporting. Specific duties include: data analysis, trafficking, fulfillment and reporting for Computerworld and its affiliated websites. The Ad Ops Specialist will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams. Candidates should have a solid background in online ad operations. As well, the successful candidate will have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Familiarity with HTML and JavaScript is a plus. Experience with DART for Publishers would be ideal. Computerworld serves all forms of rich media banner advertisements, text/HTML newsletters. Some experience with each is ideal. This position reports to the Director of Online Account Services.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Regional Sales Manager (CXO)

CSO Magazine has an exciting opportunity for an experienced Regional Sales Manager based in San Francisco. In this position you will be responsible for prospecting new accounts while maintaining and expanding client relationships with current customers. Ideal candidates for this position will possess a minimum of 3 years of consultative sales experience in ad sales for online, events, custom and print and be familiar with accounts and their agencies. Candidates must also possess excellent communication and presentation skills as well as an understanding of the elements which create opportunity in the advertising community. Candidates must have a proven track record of customer oriented success with an excellent reputation among advertising decision makers.
Location: San Francisco, CA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Director, Software Alliance Leadership Council (IDC)

IDC's Software Business Strategies team provides services to help technology vendors turn products and services into money. Our research concentrates on understanding software industry business issues – including strategic alliances, distribution channels, software-as-a-service business models, pricing and licensing, open source business models, and the role of intellectual property management. Our group conducts research and provides advisory services on business issues that cross various technology and competitive markets tracked across IDC. IDC is currently seeking a dynamic and energetic individual to lead its Software Alliance Leadership Council. This service is part of IDC's Global Leadership Board offerings, which combine member-driven research, peer-to-peer problem solving and analyst interaction to produce a unique and very valuable client experience. This service has been extremely well received by the senior alliance executives and is very well positioned for future growth and expansion. This individual will be responsible for all aspect of the current service, including setting the vision, working with clients to establish and executing the research schedule, and networking with executives to further develop the program's community-based delivery approach. The successful candidate will be based in either Toronto, Framingham or San Mateo, with a preference for the Toronto location. This person must have strong interpersonal skills, including proven presentation and facilitation skills with senior executive audiences. The person will need strong business analyst skills, with the ability to assume a credible and valued role among client members as a trusted business advisor with the ability to use analytical insights to help address complex business problems. An undergraduate degree is mandatory, with preference given to those having a business-related degree and related postgraduate work. Candidates should have approximately 10 years experience in the technology industry, with some business analyst background. An understanding of strategic alliances will be considered an asset, but not mandatory. This position reports to the Group Vice President of IDC's Global Software Business Strategies group. For more information, please contact Stephen Graham at sgraham@idc.com or 416-673-2201. ***Location: Toronto, Canada***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Sales Operations Manager (ICS)
IDG Corporate Sales is seeking a Sales Operations Manager to join the team in our Framingham, MA or San Francisco, CA office. Primary responsibilities include maintaining sales/client files and databases, providing customer service to both internal and external clients, assisting in the preparation of presentation and proposals. Additional responsibilities include managing all ad placement from availability checking to final reporting, including data analysis, trafficking, fulfillment and reporting. The Sales Ops Manager will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams. Candidates must have a solid background in online and print sales operations, including at least two years of trafficking experience. Candidates must have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Experience with technology publishing and advertising is ideal. ***Location: Framingham, MA or San Francisco, CA***
Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Employee referral program

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week receive a $500 bonus.)

"The program is a win-win-win situation for all concerned," said **Dexter Siglin**, vice president, CIO Executive Council, who has referred two candidates since joining CXO Media himself in January 2006. "IDG employees win because part of having an enjoyable working environment is having fun with those you work with. This referral program is the easiest way for IDG employees to influence that process," he said.

IDG WORLD UPDATE

Karen Bagley, *who joined IDC as a marketing specialist in February after being referred by her brother* **Keith Bagley**, *director, IDC, Go-to-Market Services, said knowing someone she could talk to at the company prior to accepting the offer made a significant difference. "Being able to hear what the work environment and culture are like firsthand from an employee paints a more accurate picture of what it might be like to work there and helps to create an easier transition if you have someone you can reach out to for questions on how to get around the company." Noted Keith, "the program encourages each employee to actively recruit talented people to join IDC. As an employee, you have firsthand experience with the IDC culture and can act as an initial screen for candidates that can excel in the IDC environment. It's a win for the employee, a win for the candidate and a win for IDC.*

"In addition, once you work for an IDG company, you know how it ticks and what kind of people would be the right fit. IDG employees are in the best position to understand this and recruit those who are the best match."

Two of those people who turned out to be the "right fit" are CIO Executive Council Program Manager **Janet Williams** and CIO Executive Council Relationship Manager **John Harrison**. Williams, who worked for Siglin at Verizon Business, was not actively looking for a new position when Siglin reached out to her. "Since I had previously worked for Dexter, I trusted his instinct that I would be a good fit for the position, and I was very interested to learn more. He uniquely understood the environment that I was in, and I knew that he would not try to pull me into a new environment if it was not a good place to be."

"Knowing Dexter made a big difference in my decision to join CXO Media," said Harrison, also a former collegue at Verizon Business. "The CIO Council is not particularly well-known outside its industry. Had I simply stumbled across the job opening, it might have seemed somewhat ambiguous and a risky move. But knowing Dexter and respecting his reputation, I knew he wouldn't be involved with an organization that wasn't going places. It removed that whole, 'what sort of a company would it be like work for?' question."

IDG WORLD UPDATE

Judy Cloutier *(l) and* **Chrystie Terry** *worked together at online marketer Commission Junction. Chrystie joined Network World last year and referred Judy earlier this year. Judy, in turn, has referred another former co-worker from her old employer who will start at Network World this month.*

IDG WORLD UPDATE

"Employees are likely only to recommend candidates that they feel are reputable, reliable and likely to be an asset to the company," noted Network World's **Deb Lovell** *(l), pictured with* **Justine Wallace,** *whom she referred for an entry-level sales position.*

Relying on employee referrals can help expedite the first step in the recruitment process, said **Deb Lovell**, senior online account manager at Network World, who recently referred a longtime friend of the family, **Justine Wallace**, for an entry-level sales position. "Employees are likely only going to recommend candidates that they feel are reputable, reliable and likely to be an asset to the company," she said.

For her part, Wallace said knowing someone who worked at Network World made the transition from her old job much easier. "For me, Network World is a whole new world and a new language that I have to learn. Because of Deb, I was able to learn a lot of the computer lingo and become familiar with some of the software programs used here before I even started."

Helping to attract qualified employees with much-needed skill sets is another goal of the referral program. **Chrystie Terry** and **Judy Cloutier** had worked together at online marketing company Commission Junction prior to Terry joining Network World last year as manager of online audience development. "I knew that Judy would work well with this particular team and her experience at Commission Junction would be a great asset in some additional ventures we are undertaking in our group," Terry said. "I think this program helps our HR team to reach out to qualified candidates that they might not come across otherwise."

To refer a candidate, employees must fill out a referral form, available on the IDG HR Connections Web site (https://hr.idg.com/) and submit it, along with the candidate's resume, to the human resources department of the hiring business unit.

Questions regarding the Employee Referral Program should be directed to your Human Resources representative. WU

SNW

continued from page 1

Schlichting and **Laura DuBois**, Senior Research Analysts **Vivian Tero** and **Natalya Yezhkova** and Research VP **Robert Gray**.

SNW Fall '06 showcased 125 sponsors and exhibitors in its Expo area. "In addition, Partner Pavilions hosted by three Platinum sponsors — EMC, Intel and Microsoft — included an additional 30 company kiosks, 17 of which were occupied by companies not already represented in the Expo," said **Ann Harris**, CW senior director of sales and sponsor marketing. There were also 15 media sponsors, including IDC, Network World and one-time IDG publication Bio-IT World, now owned by Cambridge Healthtech Institute.

Derek Hulitzky, Computerworld VP, Event Marketing & Conference Programs, said that keeping SNW contemporary requires striking a fine balance between innovation and too much disruption of what SNW attendees expect to see. "We make one or two very innovative adjustments to content and features each year to make sure the choices are fresh and popular for attendees," he said.

Added to the SNW audience acquisition mix this year were telephone voicemail broadcasts designed to "increase the conversion rate of registered end users to end-user attendees," Hulitzky said. These reminders were broadcast the week prior to the conference and then subsequently to a focused group of Florida registrants throughout the early days of the conference. He said early indications are that these efforts worked well since this SNW had the highest-ever IT end-user attendee vs. pre-registration numbers.

SNW closed with its traditional and popular gala dinner and program featuring 25 Best Practices Awards finalists that were honored in five categories of storage technology excellence. Among the finalists were Pixar Animation Studios (in the category of Innovation and Promise), AOL (Systems Implementation) and the Screen Actors Guild (Securing the Storage Fortress). (For a complete list of honorees go to http://www.snwusa.com/awards.html.)

ASA MATHAT

*Back row (l-r): **Michelle Remeny**, Web development specialist; **Rick Ciliberto**, facilities director; **Colin Longval**, business development specialist; **Leo Leger**, VP, Strategic Initiatives; **Kelly McGill**, executive assistant to EVP/Executive Programs Specialist; **Jess Roman**, sales associate; and **Shari Ebb**, audience development coordinator. Front row: Kate Schaefer and Laura Lage, Atlas Travel; **Deborah Lee**, executive programs manager; **Amy McLellan**, business development specialist; **Nancy Felsheim**, conference manager; **Ann Harris**, senior director of sales and sponsor marketing; **Cheryl Pyne**, registration coordinator; **Michael Meleedy**, director, Event Management; and **Josh Ryan**, customer service coordinator.*

"SNW Fall definitely scored another win for Computerworld and IDG," said **Ron Milton**, conference emcee and executive VP of Computerworld.

SNW Spring '07 will be held April 16-19, 2007, in San Diego, Calif. For more information, go to http:// www.snwusa.com or contact Derek Hulitzky at derek_hulitzky@computerworld.com.

One on one

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A Everybody thinks there is some mysterious process that happens when senior management gets together. In fact, it is no different from when you have a staff meeting at your business unit. We talk about how things are going, what problems need to be solved, what new opportunities await us, how the market looks, who is doing a great job and how we are doing against budget. And then we discuss whether the Red Sox will win the pennant next year and if the Patriots will get to the Super Bowl.

Don't misunderstand. We are very serious about the success of IDG, but there is no mysterious process.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

39

Ted Bloom *IDG*

19

Michelle Chase *IDG*

18

Jayne Enos *IDG*

17

Donna Cahill *IDG*
Elizabeth Heichler *IDG News Service*

15

Karen Wilde *Network World*
Hugo Shong *IDG China*

13

Mats Öhman *IDG Sweden*
Marc Ferranti *IDG News Service*

12

Chris Lindquist *CXO Media*
Piper Sheer *IDG*

11

Steven Gray *PC World*
Peter Gremlin *IDG Sweden*

10

Mike Draper *Network World*
Paul McNamara *Network World*

9

Amy Harris *IDC*
Kristofer Sjöberg *IDG Sweden*
Christopher Sipe *IDG Entertainment*
Meridith Levinson *CXO Media*
Cynthia Reed *IDG*
Jacqueline Dendievel *IDG*

8

Albert Pang *IDC*
Francis Hare *IDC*
David Rosenbaum *CXO Media*
Ellie St. Louis *CXO Media*
Dawn Cora *CXO Media*

7

Justin Katz *IDC*
Emily Henderson *CXO Media*
Annelise Fortier *IDG*

6

Nouara Aftis *IDG France*
Rogier Voet *IDG Netherlands*

4

Massimo Melis *IDC U.K.*
Elissa Simposon *IDC U.K.*
Lincoln Lee *IDC Malaysia*
Roz Burke *CXO Media*
Donald Botts *IDG International Publishing Services*

3

Jeanne Lee *IDC*
Bernadette Caraig *IDC Philippines*
Kritsana Chuenjaiboon *IDC Thailand*
Janet Ward *IDG*
Patrick Burke *IDG*
Teresina Cardamone *IDG Corporate Communications*

2

Noel Stevens *IDC*
Patricia Araujo *IDG Brazil*
Johanna Himes *Computerworld*
Tom Pimental *Computerworld*
Judy Kittredge *CXO Media*
Jennifer McCarthy *CXO Media*
Chheng Hak *IDG International Publishing Services*
Ellen Boland *IDG World Expo*

1

Andrew Widjaja *IDG Australia*
Noris Medina *IDC Latin America*
Michelle Kloss *Mac Publishing*
Skanthan Thirunavukkarasu *IT World Canada*
Juan de Dovitiis *IT World Canada*
Jeroen Brouwer *IDG Netherlands*
Jim Malone *CXO Media*
Connie Johnson *IDG Connect*
Laurie Constant *IDG International Publishing Services*

Business units are invited to send anniversary information to *IDG World Update* at world_update@idg.com.

noteworthy people

New employees

PETER SHORT
Gudeman

A graduate of Penn State University with a B.A. in labor and industry relations, **Susy Gudeman** joins IDG Framingham as a human resources coordinator. She enjoys spending her free time with friends and family. *susy_gudeman@idg.com*

Vo

Thuy Vo joins IDG Vietnam as a market research analyst, responsible for custom and project-based research, including tracker market activities, competitive analysis, end-user analysis, as well as consulting and special projects. She holds bachelor degrees in management and finance from George Mason University in Fairfax, Va., and is a member of Beta Gamma Sigma, an international honor society recognizing business excellence. She enjoys travel, music and shopping. *tvo@idc.com*

IDC Singapore has hired **Stephennie Low** as a regional software market analyst, responsible for software research covering Singapore and Asia Pacific. She has managed local and multi-country market research projects in a variety of industries, including electronics, telecommunications, banking, automotive and pharmaceuticals. She holds a B.S. in economics from the University of Western Australia with an emphasis on quantitative economics and money and banking. Stephennie enjoys ballet (she completed the intermediate grade in classical ballet with the U.K.'s Royal Academy of Dance), nature painting, traveling and backpacking. *slow@idc.com*

Tan

Michelle Tan joins IDC Asia/Pacific's Singapore office as human resources executive overseeing the HR functions in Singapore and Hong Kong. She has seven years' experience in human resources, most recently with First Advantage Quest Research, Gucci, and The Body Shop. She enjoys spending time with her two young sons, cross-stitching, reading and going to movies. *michelletan@idc.com*

PETER SHORT
Donohue

Mark Donohue is IDC Framingham's new director, Investment Research, Semiconductors, responsible for developing research and advisory programs designed around specific companies in the semiconductor sector for investment management professionals. He was previously a sell-side equity analyst with Ferris, Baker Watts, Inc. in San Francisco. He holds a B.S. in business administration from the University of New Hampshire and a dual MBA/MSF degree from Boston College. *mdonohue@idc.com*

Returning employees

Lisa Schmeiser returns to IDG as a business content producer with InfoWorld. She was previously a senior associate editor with Macworld and a reporter for Investor's Business Daily. She holds a B.S. in biology from Virginia Polytechnic Institute in Blacksburg, Va., and M.S. in scientific/technical writing from Rensselaer Polytechnic Institute in Troy, N.Y. A comic-book collector she is also currently "embroiled in multiple home renovation projects and gardening chores." *lisa_schmeiser@infoworld.com*

celebrating 10!

Name
Huang Weimin

Home
Beijing

Joined IDG
March 1, 1994

Career path
1994-2003, one of the founders of China Computerworld Testing Lab, Editor of Testing Department, Chief Editor of Technology Department, Chief Editor of Products and Technology Department, and Assistant Editor-in-Chief of China Computerworld. 2003-2005, Editor-in-Chief, PC World China. 2005-present, Publisher and Editor-in-Chief, PC World China

Current title
Publisher and Editor-in-Chief of PC World China.

What's kept you at IDG for 10 years?
My interest in media and my fondness for the IDG culture.

Best part of your job
It constantly challenges me.

Most challenging part of your job
Accomplishing the annual business target and laying a solid foundation for the future development of PC World China.

Best way someone could compliment you on your work?
Notice that I have added management abilities to my editorial skill set.

Of what accomplishment at work are you most proud?
Successfully changing the strategy of PC World China from a B-to-B bimonthly to a B-to-C monthly.

What talent do you wish you had that you don't have?
In work: be an excellent salesperson.
In life: be a better cook

Interests outside the office
Listening to music, practicing yoga and disco dancing.

Family
My husband Tao Jiadong and my 12-year-old daughter Tao Ran.

First job
Engineer at a research institute.

Favorite vacation spot
Mediterranean Sea.

Retirement dreams?
Reading books that I don't have time to read, going to places that I have dreamed of.

*PC World China's **Huang Weimin** was the guest of IDG Chairman **Pat McGovern** at a dinner in Beijing honoring her decade of service to the company.*

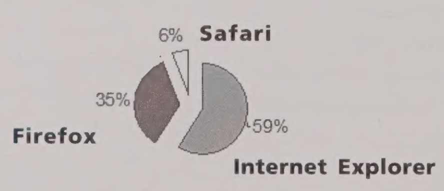
Favorite movie
"Roman Holiday"

Manager's profile
"As a well-knowneditor-in-chief, Huang Weimin has been in charge of the organization and management of reports and the testing of IT products. She is very devoted to her job, and she is easy to communicate with and demonstrates strong writing and management abilities. She successfully led a refocusing of PC World China's strategy, and she achieved 150% of her revenue goals. Now she is passionate about leading her team to become the No.1 computer publication in China."

— Chen Mei, senior vice president, China Computerworld Publishing and Servicing Group

Question of the Week for Nov. 13

Which Internet browser do you use most often?



Log on to www.idgcentral.com to vote on this week's question: At what age should kids get their first cell phone?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Joe Mola *Computerworld*
Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Enterprise GPSC meeting focuses on online, events growth

WELCOME
TO THE
Enterprise GPSC Meeting
PC World/Macworld Product Line Meeting
IDG

IDG WORLD UPDATE

*PC World's **Sandy Wong** (l) and IDG Australia's **Samantha Saunders** were the organizing force behind this month's GPSC meetings in Toronto.*

The mood was decidedly upbeat at this year's Enterprise Global Product Line meeting where 141 representatives of 29 business units worldwide convened in Toronto for two days earlier this month to update one another on progress made during the previous year and share plans for the coming months. Hosted by IDG's longtime Canadian partner, IT World Canada, and organized by IDG Australia, home of IDG's Enterprise GPSC, the agenda reflected the media business units' near-total focus on driving new growth in the online and events space.

Welcoming attendees to Toronto, IT World Canada President **Andy White**, noted that even at the opening reception the previous evening there were very different conversations taking place. "It was not that long ago that when we'd meet the talk was all about page costs and ad ratios. Last night I kept hearing about SEO and something called Google," he quipped.

IDG WORLD UPDATE

*IDG Chairman **Pat McGovern** makes a point during a presentation at the Enterprise GPSC meeting. InfoWorld Editor-in-chief **Steve Fox** is at right.*

Following White to the stage was IDG Chairman **Pat McGovern**, who congratulated attendees on their key role in IDG's over-plan performance during FY06 and increasing operating profits from FY05 to FY06 by 65%. He noted that these business results

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PCW/MW product line meeting delves into online realm

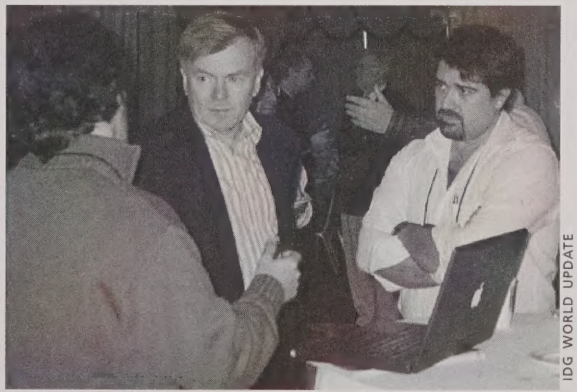
Community, video and optimizing search results are among key topics

Inside this issue

One on one: IDG U.K. Managing Director Kit Gould *page 3*

Celebrating 10: PC World IT Developer/Analyst Stan Erhart *page 8*

How to build community, enhance online search results and incorporate more video content were among the main topics of presentations and conversations at the PC World/Macworld Global Product Line Meeting earlier this month.



IDG WORLD UPDATE

*IDG SVP/Online **Colin Crawford** (center) and IDG Spain Publishing Director **Juan Ramon Melara** (right) speak with a fellow attendee during at break at the PCW/MW meeting.*

More than 100 individuals from 28 business units and 23 countries attended the two-day summit in Toronto, which followed the Enterprise Product Line Meeting. The gathering was coordinated by PC World U.S. Senior Director of Marketing **Sandy Wong** and her staff, with logistical support from ITWorld Canada's events team led by Events Manager **Donna Butts**.

After welcoming remarks from PC World Communications and Mac Publishing President & CEO **Jeff Edman** and IDG Chairman **Pat McGovern**, IDG Communications President **Bob Carrigan** shared good news about the state of IDG's U.S. publishing revenues in FY06, noting that FY06 publishing profits are 48% over plan. He outlined some of IDG's key online priorities, such as stretching existing brands to welcome new audiences and creating more community sections of sites as a way to in-

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New media today

Alexa Wriggins, director of online marketing at PC World and Mac Publishing, spoke about the evolution of media consumption. Among the highlights from her slides:

What is new media?
Loosely describes those forms of communication and art enabled by computing technology. This often includes end-user participation in content generation with other end users, by joining, linking, publishing, exchanging or sharing. It is an open, democratic, grass roots media.

Five main categories of new media:

1) File sharing (social bookmarking; photo, video, and music exchange)

2) Peer networking (social and professional community sites, wikis, and groupware)

3) Blogging (use of Web logs, blog hosts, vlogs, and podcasting)

4) User-generated reviews (sites featuring user-generated rankings, ratings, and opinions)

5) MMOGs (Massively Multiplayer Online Games)

The new media situation today
Adoption of new media is still very low:

- Only 7% of American adults write blogs and 22% read them.
- Only 8% listen to podcasts and 5% use RSS feeds.
- 88% of the at-work audience doesn't even know what RSS is.

Implications

- New media will take time to reach the average U.S. household
- Even though critical mass may take three or four more years, the time to understand new media consumption demands is now.
- Publishers should identify and focus on new media concepts that will satisfy the needs of their more sophisticated reader but also make it easy for everyone to participate.

See all the PCW/MW presentation in the Global Meetings section of IDG Central.

PCW/MW

continued from page 1

crease page views. "This is a golden era in our history, where there's a tremendous surge in reader involvement and advertiser interest in exploring new options," he said. "We shouldn't feel limited in our thinking in pursuing these opportunities."

One of those opportunities, mobile media, was the topic of a panel discussion and presentation led by IDG Management Associate **Joe Jackson**. IDG Sweden CEO **Lars Dahmén** noted that is important not to simply copy a company's Web strategy onto a mobile platform. He advocated having more breaking news and a smaller number of stories (10 to 15) available during the day. **Antii Oksanen**, IDG's country liaison to its Finnish partner, Talentum Media, said the advent of mobile e-mail boxes will make it easier to deliver content. In terms of raising user revenue, IDG News Service Tokyo Bureau Chief **Martyn Williams** suggested a modest $1 to $2 monthly subscription fee for various services might be effective, as it would be low-cost enough that users would continue paying for services without thinking much about the price.

Noting that approximately 40% of PCWorld.com's visits come from search engines, IDG Communications SVP/Online **Colin Crawford** spoke about the importance of working with search engines. One basic step to take to increase traffic is to submit an online property's site map to Google so that Google Crawler can probe deeper into the site and return better search results. Crawford said that the time he's spent recently on Google's media board has shown him that "Google wants to get the best content to its users, and they know that they need to rely on publishers to get content online that's properly searchable."

Many of the presentations involved how to incorporate more video content online. Some examples included:

- IDG Germany's expansion of the video content it has been producing since 1999 with GameStar to its other brands. Group Publisher **Stephan Scherzer** showed a clip summarizing the various videos the company offers. A new in-house studio has been built, and the company produces close to 40 videos a month, each three to seven minutes long.

- IDG Netherlands produces 60 hours of video a year, both consumer topics such as games as well as B2B interviews. They liberally use video content produced by the IDG News Service (IDGNS) as well, which get as many as 12,000 page views per month. Director/Producer **Bram Tullemans** and IDGNS Editor-in-chief **Elizabeth Heichler** circulated a survey as a way to gauge interest in more cross-business unit collaboration involving video sharing.

IDG WORLD UPDATE

*(L-R): PC-Welt Associate Publisher **Christoph Burkhart**, Germany, and IDG Switzerland Associate Publisher **Urs Flueckiger** and PCtipp Editor-in-chief/Publisher **Sonja Wunsch** take a break on day two.*

- PCWorld.com will be launching videos on Dec. 1. In January, the site will debut "slide show stories," mainly focused on how-to tips, that will involve lots of graphics and little text. The staff expects this technique will be a promising way to increase page views.

Building community was another much-discussed theme. Some examples:

- The new forums section on the redesigned PCWorld.com have generated an 18% increase in page views in three months and have become a source of story ideas. The revamped reviews section devotes substantial space to user reviews, which have emerged as an important component of a buyer's decision-making process, recent PCW surveys have shown.

- Users are so devoted to IDG Netherlands' photo-sharing site, Zoom Gallery (http://www.zoom.nl) that "they feel they are part of the brand, and call themselves 'Zoomers,'" said Editor-in-chief **Remco de Graaf**. Zoom Gallery just held its first event last week, with 459 users signed up and revenue coming from admission fees and sponsorships.

- PCW/MW Online Community Manager **Kellie Parker** advised patience while creating a community. "People don't become best friends overnight, and they don't form strong attachments online quickly, either." She showed a video explaining the online world SecondLife.com and talked about how it could be an extension of business units' current community-building efforts.

- PC World U.S. hopes to duplicate the success of the Mac Mania cruises with the debut of the first PC Paradise cruise on Feb. 3, which will bring together readers and editors for a week of shipboard learn-

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one on one the interview

Kit Gould
The managing director of IDG U.K. is this week's columnist. Reach him at kit_gould@idg.com.

IDG U.K. at-a-glance

Location London

IDG U.K.'s first publication ComputerNews, launched 1988

Current products Digit, Macworld, CIO, PC Advisor, Techworld. ComputerWorld UK to launch in early 2007.

Number of employees 81

Recent accomplishments: Techworld moved into solid profit for FY06. Re-branded MIS magazine as CIO and launched www.CIO.co.uk in five weeks. PC Advisor's Q1's net profit will rise by 158% compared with last year, and Macworld and Digit both produced their highest-ever profit for FY06.

Q Please give us an overview of the U.K. IT publishing market and how IDG U.K. fits in.

A The U.K. market has traditionally been one of the most heavily over-published markets around the globe. As a result, when the market decline and consolidation started in 2001 it was particularly dramatic. Advertising and reader revenues reduced by nearly 50% in only three years. Along with this pain came a lot of opportunity for IDG, and we have been able to focus on developing new brands and online-only products without having to manage the legacy of moving away from a heavily print-centric business. Over the last 10 years IDG has had a strong presence in both the PC and Mac marketplaces and has successfully built the market-leading Web site in both these sectors. Over the last few years we have been working on developing a strong B2B offering. We have approached this by 'filling out the matrix' with brands that target each of the three broad IT professional groups: 1) technical users who focus on products, their capabilities and how they connect together; 2) managers who focus on overall IT solutions as well as specific projects and 3) the strategic level, such as CIOs, who are responsible for the overall direction and vision of IT as it empowers the organization and helps it achieve its business objectives.

By the midpoint of this coming year we will have products that address all three of these groups with a full complement of events, research and database services running across the brands of Techworld, ComputerWorldUK and CIO.

Q What advantages did IDG accrue with the acquisition of Fairfax Business Media's MIS title a few months ago?

A There were a number of advantages. Firstly we got a strong editorial magazine which acts as the hub of all the related businesses targeting the strategic level of IT professionals. We also acquired an extremely powerful database which is built up independently to the magazine by teams of qualified and trained market researchers. The ability to be able to locate any CIO or other members of the 'C suite' from the U.K.'s largest companies is a very powerful base for research, lead gen, online and custom publishing. We have re-branded the title (formally known as MIS) as CIO and launched a dedicated U.K. Web site in just under five weeks. the team is now based in our Gray's Inn Road office and have been settling in remarkable well with the flow of ideas between all staff developing strongly.

Q Why has it taken so long for IDG to have a Computerworld title in the U.K.?

A The U.K. has a long history of non-profitable IT newspapers and magazines. Just as the market settles down and looks like everyone could make some money, along comes a recession or a new entrant to pressure the margins and create an expensive market share battle. Non-profitable publishing is not IDG's style, so we have decided to sit things out for the last couple of decades.

So what has changed? Well, it is now possible to establish a strong brand and product without the necessity of having to establish a print base. Secondly the online spend in the U.K. has grown to a level where it can sustain these new businesses. Thirdly, IT professionals increasingly use online sources as the first port of call for information needed to do their job better. The buyers of advertising will now pay a premium for quality audiences. The rise of these three factors has meant that an online property such as Techworld has been able to establish itself as a tremendously effective solution to reach technical buyers in most cases ahead of the traditional print-based solutions from our old competitors. We are going to introduce ComputerWorld into the U.K. early next year as a stand-alone online product that will address the next strata of the enterprise decision makers.

Q Talk a little bit about Techworld's success. What new initiatives have been implemented?

A Techworld is now in its third year. Investing in this young product was one of the first decisions I made when I returned to publishing in 2003. It has been spectacularly successful and last year attracted over US$2,000,000 in ad revenue — a growth rate of 107% on the previous year. It is strongly profitable and is returning the investment we made in previous years. There are several new Techworld/Tech Channels launching around Europe, and we may even be witnessing the start of a new product line. This year it is all about growing the content with new community, vendor and third-party sourced material, and we are looking to develop new roles across the enterprise-focused part of our business to achieve this.

Q What kinds of events does IDG U.K. produce? Will you be doing more in FY07?

A We run two very successful awards ceremonies for Techworld and Macworld. We also run a number of conferences using an approach with high-quality

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Enterprise GPSC meeting

continued from page 1

were excellent in comparison to those of IDG's traditional competitors, which are reporting little or no growth in profit, resulting in several of them being sold by their owners because of the weak business trends they are experiencing.

IDG WORLD UPDATE

Key figures involved in organizing this year's Enterprise GPSC meeting included (l-r): IT World Canada's ***Donna Butts,*** *IDG Australia's* ***Samantha Saunders****, IDG Australia's* ***Linda Kennedy*** *and* ***Don Kennedy*** *and IT World Canada's* ***Andy White****.*

Foreshadowing a theme that was repeated throughout the meeting, McGovern praised the efforts of IDG business units worldwide to "aggressively increase the value of our services to our customers by getting more and more content from the most knowledgeable members of our audiences and making it available on our Web sites in the form of community-enriched content." Noting that evaluation forms of attendees at IDG events typically find that the opportunity to share ideas with other members of the audience was one of the most valued benefits of the event, McGovern drew a laugh when he said, "We're afraid that our event attendees are going to realize that they are the content and ask us to pay them to attend!"

McGovern laid out his vision for the future, predicting that the widespread deployment of broadband wireless connectivity will help drive the growth of the information technology market to a $3 trillion size by 2020 with some three billion users worldwide. Growing even faster than the market, he said, will be the vendors' marketing communications budgets, which he predicted would reach some $70 billion by 2020 — up from $10 billion today.

McGovern concluded by discussing several priorities for IDG businesses going forward:

- Increase the revenue from the users of our information, which will be facilitated by the ease by which our information users can subscribe to our information services for delivery to their mobile device, with monthly billing handled by their wireless carrier.
- Increase the number of face-to-face place-based events to expand peer-to-peer communications.
- Enhance the value of our online services by attracting more and more content from knowledgeable members of our audiences via blogs, podcasts, webcasts and discussion groups.
- Continue to extend our brands globally.
- Focus on subscription-based mobile services.
- Do business by brands rather than product type. Think of IDG as providing "branded learning experiences."

Next up was IDG Communications Senior VP, Online **Colin Crawford**, who expanded on many of the themes introduced by McGovern. While he called predictions of the death of print an exaggeration and maintained that print will continue to assume a very valuable — albeit smaller — role going forward, he noted, "our world is changing dramatically...there are massive, massive shifts going on... [and] there is a reality that we all have to deal with."

Crawford called 2006 a significant year for IDG's U.S. media units, which reached a "tipping point," in which absolute dollar growth in online revenue outpaced the dollar decline in print. "Overall our online revenue in the U.S. grew some 40% while the decline in print revenue was approximately 9%," over the previous year, he said. And while conceding that it will be difficult to sustain that kind of "heady growth" for years to come, he did predict that online revenues in the U.S. would likely grow 35% in FY2007. Crawford also warned that print revenues in some European and Asian markets could decline up to 20% in the coming year.

Explaining that there is a new emphasis on analyzing profit/loss by line of business — print, online and events — Crawford said, "We want to make sure that the underlying figures make sense and that the focus is correct and that we are investing properly for the future," he said. "There is no point in seeing wonderful super-growth from online if it is being used to prop up inappropriately an older business that isn't providing the margins to help us achieve our growth goals," he said.

Crawford urged attendees to "try new things and move fast. Lots of things will have 'beta' stamped all over them and that's OK," he said. "It's a more forgiving world." He said it's important to recognize that online is a new type of media with very different dynamics and one that requires "we all learn a heck of a lot of new skills."

Crawford told attendees that in today's "Web 2.0 world" they must recognize that the community is an active participant and finds ways to tap into their expertise. "We're not in a world today where we can afford to think that we are the bastion of all content and that we write the content and deliver it out to our audiences. We do an awful lot of that, but our users are much more in charge today. They can go out and seek content from many, many sources."

November 27, 2006

Administrative Assistant (IDC)

IDC is seeking an Administrative Assistant. Key responsibilities include administrative office tasks (filing, copying, faxing), data entry, communicating with sales in order to maintain accurate customer data, updating and maintaining group flash lists. In addition, the administrative assistant will assist with the organization and planning of group meetings and vendor visits. The Administrative Assistant will interact internally with administrative colleagues, analysts, sales, and other internal clients. Externally, the position will have limited interaction with clients and prospects. We are seeking candidates with strong communication and organizational skills and knowledge of MS Office products with Lotus Notes experience preferred but not required. The ability to coordinate multiple projects, meet scheduled deadlines and succeed in a fast paced environment is required.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Storage Mechanisms IDC)

IDC is seeking a Research Manager to join the Storage Research Group and manage its Storage Mechanisms: Solid State Disk and Hard Disk Drive Components research programs. The analyst will be chartered with launching and managing two SIS's: Hard Disk Drive (HDD) Components and Solid State Disk (SSD). The ideal candidate should be skilled in the forecasting and analysis of IT-related markets, possess the ability to interact with client audiences including senior management, be able to articulate IDC positions that challenge client assumptions and provide insightful thought leadership based on industry-related dynamics. Key responsibilities include developing methodologies and models to capture quarterly data and to deliver this data to IDC clients on a defined schedule. The analyst will collect, manage, and analyze industry data, writing periodic tactical and strategic research pieces, collaborate with other IDC analysts nationally and internationally, and produce multi--year forecasts based upon well-documented assumptions. Additional deliverables include completing consulting projects of varying length and complexity against pre-defined deadlines. The position is also responsible for responding to numerous inquiries from clients, investors, and individuals from the press. The analyst will develop working relationships with industry participants at all levels within the target companies. In addition, the analyst will identify and participate in pertinent industry conferences to increase IDC's exposure in these areas of research. Important attributes for this position include responsiveness to customers, excellent oral and written communication skills, proficiency with Excel, including the ability to develop complex market models. We are seeking candidates with 3 - 7 years of recent experience in the hard disk drive industry with a solid understanding of the technologies and unique vocabulary associated with the HDD and SSD markets who are highly motivated, and customer service-oriented. A Bachelor's Degree and industry proficiency is required. This position will be based in an IDC or remote office location. Travel is required approximately 45% of the time. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Storage Software (IDC)

IDC is seeking a Research Manager to join its Storage Software research program. This position is part of the IDC Information Infrastructure Group and will focus specifically on the storage software market, with a specific emphasis on storage management software. The ideal candidate should be skilled in forecasting and analysis of IT-related markets, possess the ability to interact with client audiences including senior management, be able to articulate IDC positions that challenge client assumptions, and provide insightful thought-leadership based on industry-related dynamics. Key responsibilities include writing frequent tactical and strategic research pieces, creating and delivering presentations at key industry events, collaborating with other IDC analysts nationally and internationally, producing multi-year forecasts based upon well-documented assumptions, and analyzing detailed quarterly data. Additional responsibilities include completing custom consulting projects of varying length and complexity against pre-defined deadlines. The position is also responsible for helping to drive research program financial growth. The Manager is also responsible for responding to numerous inquiries from clients, investors, and the media. Important attributes for this position include excellent oral and written communication skills, responsiveness to customers, and proficiency with Excel. We are seeking candidates with 5 – 8 years of recent experience in the storage or storage software industry who are highly motivated, can provide thought leadership, and are customer service-oriented. A Bachelor's Degree and industry experience is required. Travel is required approximately 20% of the time.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Client Services Representative, Insights Sales (IDC)

Industry Insights is looking for a Client Service Representative to work closely with the sales force and the Insights sales team's customers and prospects. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting the Insights' customers in both vendor and end user accounts, both external and internal customers, with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing customer service support to key clients, Insights sales and marketing staff, which includes: customer satisfaction, creating reports, renewal preparation, assisting the sales team members and collaborating with analysts. Additionally, the CSR will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. A bachelor's degree (or equivalent experience), 2-3 years of client service experience and strong written and verbal communication skills, required. Must be proficient with computer skills, able to adapt to and learn new software and web-based systems, highly organized, and a quick thinker. Proficiency with Microsoft Office suite is a must. Prior experience as a Customer Service Representative in the Research or Information Technology industry a plus. This position is based in IDC's Framingham, MA or Denver, CO office location. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Inside Sales Representative, Insights Sales (IDC)

IDC's Industry Insights sales team is seeking an Inside Sales Representative who will be responsible for driving new sales opportunities within existing major accounts. This position will report to the Vice President, Insights Sales. As a member of a collaborative team, the Sales Representative will be responsible for developing an in-depth knowledge of Insights products and services across four key industries (Manufacturing, Government, Energy, Health), as well as building strong relationships with individuals across IDC. The individual will be responsible for identifying new opportunities and broadening the Insights' reach within specific major accounts. The individual will follow up on proposal generation, respond to prospects requests for information and/or problems, and continue to enhance the client value proposition. Additionally, this person will be involved in identifying new products to develop and sell. The quota for this position will consist of new and consulting business across four Insights companies. Requirements for the position include 2-5 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with a specific industry or the information technology industry is a plus. Excellent customer service skills are essential. Strong telephone cold calling/marketing experience is preferred. The ideal candidate will be motivated, assertive, and collaborative, as well as highly organized and a quick-thinker. Prior market research industry sales experience is helpful, but not required. This position will be based in Framingham, MA. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Assistant/Associate Editor (IFW)

InfoWorld Media Group seeks a qualified editor to join its online staff. The ideal candidate will enjoy working in a deadline-oriented team environment. As part of the online editorial team, your job responsibilities will comprise editing news from our wire service and in-house reporting staff, a process that includes content editing, copy editing, finding and linking related content, and publishing in our browser-based CMS and Microsoft Word. You will collaborate with the Online Editor to write compelling, search-engine optimized headlines and will be expected to exercise solid editorial judgment in selecting stories for the home page and news page. This position will also be responsible for maintaining news special reports, industry "vertical" topic centers, and an online images database. Our ideal candidate will have strong content- and copy-editing skills, an insider's understanding of the IT industry, sound news judgment, and at least two years of experience in print and/or online tech publishing. Job is on-site in San Francisco. Please send cover letter, resume and salary requirement to jobopps@idg.com and reference "Assistant/Associate Editor" in the subject line. ***Location: San Francisco, CA***
Contact: K. Coldwell, Email: jobopps@idg.com

IDG

Current Jobs, Week of November 27, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Channel Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Events	Marketing Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	IS	Network Operations Manager	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Advertising Operations Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Admin	Online Office Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Conf	Marketing/Client Relations Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Staff Writer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Associate User Support Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Associate Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Senior Solutions Architect	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Research	Editorial and Marketing Research Analyst	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Relationship Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web System Administrator	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
IDG						
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
	Online	Lead Content Producer	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4791
IDG Corporate Sales						
	Sales	Sales Operations Manager	Framingham MA or San Fr	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	HR	Benefits Administrator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	HR	Benefits Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Entertainment						
	Online	Associate Web Producer/Developer	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Online	Audience Development Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Sales Manager, Midwest	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Global Solutions						
	Bus Dev	European Online Business Developer	Staines UK	Piper Sheer	piper_sheer@idg.com	508-935-4791
IDG Research						
	Research	IT Market Analyst	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
InfoWorld						
	Edit	Assistant/Associate Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
Network World						
	Online	Online Business Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Media Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Ad Traffic Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Media Assistant	Oakland CA, Southboroug	Eric Cormier	ecormier@nww.com	508-490-6592
PC World						
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Conf	Sr. Conference Producer	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
	Events	Conference Operations Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Marketing	Marketing Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Admin	Administrative Assistant	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Project Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Digital Media and Entertainment	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Director, Software Alliance Leadership Council	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, IT Outsourcing and Utility Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Procurement and Supply Chain Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Program Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Digital Marketplace and Collaborative C	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Mechanisms	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Semiconductors: Networking, Broadb	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Client Service Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Inside Sales Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sales Manager, Industry Major Software	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Enterprise Sector East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Product Manager, WW Trackers & Forecasters	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Tech	Project Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Designer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						
	Research	Research Manager, Capital Markets	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

Mobile services worth a try

IDG Communications Management Associate **Joe Jackson** offered five suggestions for business units interested in experimenting with offering mobile-based products and services:

- Mobile-friendly sponsored news feeds.
- Downloadable, Java-based branded RSS reader pre-loaded with feeds from various IDG brands. He suggested attendees consider cutting deals with carriers to pre-install the reader on phones.
- Customizable SMS news alerts that are pushed to users who sign up for them and are alerted via SMS as news breaks.
- SMS news. A "pull-oriented" service that allows users to request news updates on specific topics via SMS text messaging.
- Mobile podcasts.

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IDG WORLD UPDATE

*The meeting closed with a presentation y IT World Canada's **Andy White** who described an IT salary survey project that grew from an idea gleaned at last year's Enterprise GPSC meeting into a company-wide, multifaceted income-generating program.*

Management Associate **Joe Jackson** offered attendees a look at what he called the "unprecedented potential" of mobile media. Noting that cell phones surpassed land lines worldwide in 2001, Jackson listed some of the characteristics that make mobile devices an attractive business medium: massive scale, deeply personal, inherently creative, networked out of the box, multimedia enabled, billing system in place.

Among the obstacles that must be overcome: tiny screens, slow connections, terrible user experience, lack of standards, roadblocks set up by carriers and battery life issues.

Jackson advised attendees to focus on developing mobile services that offer an easy-to-use user interface and are context-appropriate. "Don't attempt to re-create your Web site for mobile users."

Using the example of 14 million American Idol viewers eager to pay $1.00 each to vote via telephone for their favorite singer, Jackson reminded attendees that customers may be willing to pay for some services on their mobile phones that they are unwilling to pay for on other media.

Rounding out the morning's program were IDG Australia Director of Enterprise Sales, Marketing and Events and Computerworld Publisher **Davy Adams**, General Manager and Publisher of the government division of IT World Canada **Fawn Annan**, IDG Sweden CEO **Lars Dahmén** and Network World Executive VP of Events and Executive Forums **Neal Silverman**, who shared some thoughts on what's working in the events and conferences business at each of their business units.

Following lunch on the second day, IDG Communications President **Bob Carrigan** offered the audience an overview of U.S. media publishing companies' performance in FY06, and a panel of speakers from IDG Germany shared best practices.

The remainder of the conference featured breakout sessions organized along editorial and business tracks. Presentations in the editorial stream included:

- **Audience Development**. Moderated by Network World President & Editorial Director **John Gallant**, the panel featured **David Castaniera**, publisher, Le Monde Informatique; **Jeroen Doorn**, deputy editor-in-chief, Webwereld (Netherlands); **Michal Kreczmar**, online publisher, IDG Poland; and **Frank Klinkenberg**, publisher, IDG Business Verlag.
- **Collaborating on Video**. Hosted by IDG News Service Editor-in-chief **Elizabeth Heichler** and IDG Netherlands Director/Producer **Bram Tullemans**.
- **CIO Panel**. Hosted by IT World Canada VP and Editorial Director **John Pickett**, the panel featured three local CIOs.

*IDG Brazil Country Manager **Silvia Bassi,** Online Director **Paulo Amaral Lapa** and InfoWorld.com VP and General Manager **Virginia Hines** attended this month's meeting.*

- **User-Generated Content: How to get it, how to manage it**. Organized by InfoWorld Editor-in-chief **Steve Fox**, the session featured presentations by Fox, **Christophe Witte**, editor-in-chief of Computerwoche, and **Kurt Westh Nielsen**, chief tech editor, CW Denmark.

Sessions in the Business Stream included:

- **Computerworld Redesign, Rearchitecture and Content Strategy Project**, presented by Computerworld.com VP **Martha Connors**.
- **Customer Databases**, by **Morris Effron**, VP, IT at IDG International Publishing Services.
- **InfoWorld's IT Exec-Connect Community: Bringing Web 2.0 to B2B Online Media**, by **Virginia Hines**, VP and general manager, Infoworld.com.
- **Council 2.0: An Online Architecture of Extreme Personalization**, by **Mark Hall**, founding general manager, CIO Executive Council.
- **Database Development**, by **Joe Pierce**, director, audience development, IDG Connect.
- **Video Initiatives and IT Buyers Guides**. Speakers: John Gallant, and **Kevin Normandeau**, executive VP, business development, Network World.
- **EMEA Webcasting**, presented by **Lisa Glover**, associate director, IDG Global Solutions.
- **Podcasting**, by **Paul Calento**, VP, marketing, InfoWorld.
- **The Use of Taxonomies for Web 2.0 Technologies**, **Frank Klinkenberg**, publisher, IDG Business Media GmbH.
- **International Trends**, **Colwyn Munro**, executive VP, IDG Global Solutions.
- **Marketing IDG: A Global Perspective for Local Markets**, hosted by **Howard Sholkin**, director communications and marketing programs, IDG Communications; and **Susanna Hinds**, director of corporate communications, IDG Global Headquarters.

Copies of most of the presentations are available on IDG Central in the Global Meetings section.

noteworthy people

Promotions

IDG Corporate Services Group's **Jayne Enos**, vice president of taxation, has been promoted to senior vice president of taxation. "Jayne has worked at IDG for 18 years and has been responsible for the worldwide taxes of IDG," said **Ted Bloom**, IDG CFO and treasurer. "Her performance in this area has allowed IDG to be a leader in the information technology industry." *jayne_enos@idg.com*

New employees

Jörg Rothweiler joins Computerworld Switzerland as producer and second editor-in-chief. He was previously a journalist with automotive publisher Bärtschi Media AG in Switzerland and tested cars and motorcycles on public roads and racetracks around the world. He studied chemistry at the University of Konstanz in Germany, then switched to the Eidgenössische Technische Hochschule in Zürich where he earned a degree in technical chemistry. "After that I started in journalism, learning the business by doing," he said. He enjoys spending time with his family, motorcycles and cars, biking, walking, swimming, mountain climbing and skiing. He is also a rescue diver and teaches scuba diving. *joerg.@computerworld.ch*

Senior Online Editor **Esther Schindler** comes to CXO Media from her roles at Digital Media Online as senior writer with IT Business Network and editor of DevSource.com. She holds a degree in programming from the North American College of Data Processing ("back when we still called it data processing"). In her free time she enjoys quilting, stained glass and is "a damned good cook." *eschindler@cxo.com*

Alida Roberts comes to IDG World Expo from E3/ Entertainment Software Association where she was an operations manager. She earned a B.S. in economics with a minor in psychology from Elon College in North Carolina and enjoys horseback riding, sailing and traveling. *alida_roberts@idg.com*

Also moving from her role at E3/ Entertainment Software Association to IDG World Expo is Operations Manager **Mariella Ley**. A graduate of the University of Lima in Peru, she holds a degree in communication sciences. *mariella_ley@idg.com*

Associate Analyst **Melvyn Foo** has joined IDC Malaysia's Kuala Lumpur office. He was previously in sales and marketing with Samsung Cheil Industries. He holds an M.A. in business information systems from the U.K.'s University of Middlesex and enjoys playing snooker, traveling and reading. *mfoo@idc.com*

IDG Hong Kong has hired **Alex Chau** as a senior research manager, AP Telecom. He will be responsible for managing the Wireless Market & Technologies program as well as the overall Mobile practice in Asia Pacific. He has more than 12 years' experience in the mobile and wireless consulting industry, as well as a B.S. in engineering from Australia's University of New South Wales. His interests include golf, basketball and reading. *achau@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

PCW/MW

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IDG WORLD UPDATE

The mobile media panel consisted of (l-r): IDG News Service Tokyo Bureau Chief ***Martyn Williams****, Talentum Media (Finland) Country Liaison* ***Antii Oksanen****, IDG Germany Group Publisher* ***Stephan Scherzer*** *and IDG Sweden CEO* ***Lars Dahmén.***

ing and fun in the Caribbean (http://www.geekcruises.com).

While many of the topics at the meeting were online-focused, speakers emphasized that print was still an important component of the information and revenue mix. In "Tips & Tricks of Newsstand Covers," PC Advisor (U.K.) Editorial Director **Simon Jary** pointed out the importance of covers with an appealing "sweet spot," i.e., the small part of the magazine cover, usually the upper left quadrant, that shows up in a crowded shelf. PCW VP/Editor-in-chief **Harry McCracken** advised saving articles on historically strong topics for the best-selling months (such as holiday issues) and experimenting with less tried-and-true topics in weaker-selling months.

IDG Brazil Online Director **Paulo Amaral** was among the many attendees who gave the meeting high marks. He said that in addition to collecting useful ideas, the meeting gave him a much-needed sense of perspective. "It's good to know that we're not the only ones struggling with certain issues," he said. "Here, we can find out what others are trying, and in some cases it's great to find out we're also on the right path. I'm taking back a lot of ideas I can repurpose back home."

IDG WORLD UPDATE

IDG Netherlands Marketing Director ***Rob Kohgee*** *(l) and PC Advisor (U.K) Editor* ***Paul Trotter*** *chat between sessions.*

"The global power of IDG's consumer brands were clearly evident during the past two days," PCW's Edman said. "With the kind of camaraderie we had this week, and the quality of the dialogue, we've shown that learning from each other can help make the PCW and MW brands even more formidable powers in any market."

All presentations, including the videos shown, are posted in IDG Central's Global Meetings section. Audio from the general sessions will be posted soon. For more information about the meeting contact sandy_wong@pcworld.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Shirley Horrocks *IDG U.K.*

25
Sheryl Merchant *IDG Global Solutions*

24
Stephen Josselyn *IDC*

23
Birgit Goetz *IDG Germany*

21
Julien Pottier *IDG France*
Andrea Kuehler *IDG Germany*

20
Marianne Kraus *IDG Germany*

18
Sally Reinfeld *IDG*

17
Susan Middleton *IDC*
Annika Svanström *IDG Sweden*

16
Thierry Bienfait *IDG France*
Michaela Maack *IDG Germany*

15
Maria del mar Cabanas *IDG Spain*
Gaby van Meijnckens *IDG Netherlands*

13
Todd Simms *PC World*
Avneesh Saxena *IDC Hong Kong*

12
Ron Milton *Computerworld*
Timothy Greene *Network World*
Ilva Schuring *IDG Netherlands*
Adam Urbanek *IDG Poland*

11
Carol Sliwa *Computerworld*
Deborah Lovell *Network World*
Alexander Huels *IDG Germany*
Natalia Peksa *IDG Netherlands*
Janice Dempsey *IDC*
Barbara Irvine *IDC*

10
Patrick Thibodeau *Computerworld*
Leilani Lopez *PC World*
Shigeru Nakabayashi *IDG Japan*
Tehmasp Parekh *IDC Australia*

9
Alexander Mohn *IDG Germany*
Hyun-Ju Kim *IDC Korea*
Craig Eastman *IDG Entertainment*
Regina Walker *IDC*
Joseph Howard *IDC*

8
Mette Holst Thøgersen *IDG Denmark*
Laurent Courcoul *IDG France*
Xavier Laine *IDG France*
Magdalena Sobczynska *IDG Poland*
Alexis Manfrediz *IDC*
Jennifer Read *IDC*
Matthew Newton *PC World*

7
Linda Rosencrance *Computerworld*
Thomas Kroon *Network World*
Lars Harkjær Møller *IDG Denmark*
Eric Dahl *PC World*
Gaby Salvisberg *IDG Switzerland*
Snjezana Popovic *IDG Germany*
Neil Bennett *Digit*
Daniela Cimino *IDC*
Michael England *PC World*

6
Lucas Mearian *Computerworld*
Ellen Hughes *IDC*
William Joyce *IDC*
June Harmon *IDG Denmark*
Daniel Fleischer *IDC U.K.*
Sean Greathouse *PC World*
Hiroki Tanaka *IDG Japan*
Stéphane Dufresne *IDG France*
Peter Hulleman *IDC Benelux*
Rogier Mol *IDC Benelux*
Heiko Klinge *IDG Germany*
Wiebke Keppel *IDG Germany*
Isabella Tomalla *IDG Germany*
Rafal Jakubowski *IDG Poland*
Izabela Poswiata *IDG Poland*
Selina Ang *IDC Singapore*
Sapphire Young *IDC Singapore*
Brenda Casey *IDC*

5
Davy Adams *IDG Australia*
Michael Trier *IDG Germany*
Rene de Wit *IDG Netherlands*
Michelle Bailey *IDC*
Stacy Simler *IDC*

4
Susan Law *IDG*
Rishi Ghai *IDC Australia*
Sureshpal Singh *IDC China*
In-Q Han *IDC Korea*
Terry Tsao *IDC Taiwan*
Clark Tseng *IDC Taiwan*
Mark Huang *IDC Taiwan*
Deborah Stark *IDC*

3
Michael Hennessey *IDC*
Helena Chappell *IDC U.K.*
Ines Pariente *IDG Germany*
Jochem Kossen *IDG Netherlands*
Michal Gembicki *IDG Poland*
Kacper Antoniszczak *IDG Sweden*
Hanne Pedersen *IDG Sweden*
Niclas Söderlund *IDG Sweden*
Silvia Hammarberg *IDG Sweden*
Jackie Dove *Mac Publishing*

2
Colin Longval *Computerworld*
Tom Pimental *Computerworld*
Johanna Himes *Computerworld*
Alison Crawford *IDC*
BethAnn Fitzgerald *IDC*
Marta Hryciuk *IDG Poland*
Andrzej Tulicki *IDG Poland*
Shirley Liu *IDC China*
Amit Gupta *IDC New Zealand*
Manuel Ravago *IDC Philippines*
Jack Yu *IDC Singapore*
Shinji Kozaki *IDC Japan*
Richard Nicholson *IDC*

1
Amy McLellan *Computerworld*
Heidi Squires *Computerworld*
Michelle Remeny *Computerworld*
Emma Stephens *IDG Australia*
Paulina Salcedo *IDC Mexico*
Patrick Melgarejo *IDC Peru*
Christopher Connor *IDC*
Jan Horsager *IDG Denmark*
Mikkel Nielsen *IDG Denmark*
Melissa Buhagiar *InfoWorld*
Jeroen Serré *IDC Benelux*
Sandra Lajosbanyai *IDG Germany*
Natalia Villacampa *IDG Spain*
Lisa Williams *IT World Canada*
Guilherme Rios *IDG Brazil*
George Karacalidis *IDG Sweden*
Gary Lu *IDC China*
Anil Kartham *IDC India*
Saurav Chowdhary *IDC India*
Leah Macaraig *IDC Philippines*
Vanessa Orendain *IDC Philippines*
Jay Yang *IDC Taiwan*
Attaphon Satidkanitkul *IDC Thailand*
Gina Gamble *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on One

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content to attract paying delegates as well as sponsorship revenues. With the establishment of three distinct enterprise brands, we are building a strong and dedicated team to grow our events business in this sector. We are now starting to produce the full range of events from small breakfast briefings (two were held in November) as well as new two-day events such as the upcoming SOA conference early next year.

Q **What are your top three priorities for FY07?**

A First, build the next-generation customer database that can handle all of the planned expansion in both the quantity and quality of our reader information. This will be the engine behind IDG U.K.'s future business. Second, move all our sites fully onto Web 2.0 platforms, with the full range of community and third-party content. Third, use all the internal and external SEO [search engine optimization] and SEM [search engine markeing] skills we have to increase the right sort of traffic. Oh! And we need to make our FY07 plan as well.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

WU

celebrating 10!

Name
Stan Erhart

Home
San Francisco

Joined IDG
January, 1995, as a technician

Current title
IT Developer/Analyst. My primary responsibilities involve the e-mail infrastructure for PC World IT clients (PC World, IDG Ventures Pacific, Macworld, IDG Entertainment, and a number of IGS & IDG Corporate Sales employees). I also develop and maintain various Domino databases for PC World and help to extend our intranet to other IDG business units at 501 Second Street. But when the phone rings, everyone in our department does whatever we can to help. It can be pretty interesting.

Best part of your job
The people I work with. Day-to-day diversity.

Latest accomplishment
Booking my blues band into clubs that wouldn't hire me 10 years ago.

Most memorable work moment
[PCW VP/Human Resources] Kate Coldwell's "We're Getting the Band Back Together" project which led to the "Uncle Pat" band. Our single performance, in 2002, was at an outside IDG party made even more memorable by an unreliable public address system. After much frustration, someone found a bullhorn that Kate volunteered to hold so the show could go on. We played "Suzy Q" "just like the record."

What's kept you at IDG for 10 years?
I've had enough previous experience to realize that IDG is exceptional. It's a constantly evolving company that fosters the kind of spirit I like to be a part of. It's worth noting I've had the same manager since Day 1, and that has had a lot to do with it also.

Best way someone could compliment you on your work
Find my advice or my work useful.

Interests outside the office
Music, books, motorcycles.

Of what accomplishment at work are you most proud?
The Cover Sheets database I developed for PC World Art & Editorial in 1998. It's gone through several revisions, but it's still being used to help put out the magazine. Of course, tomorrow it may not be needed, but eight years seems like quite a while for a tool to live.

What's currently in your CD player?
You mean MP3 player? The three kings: B.B. King, Albert King and Freddie King.

*PC World's **Stan Erhart** (l) was the guest of IDG Chairman **Pat McGovern** at dinner celebrating his 10 years of service to the company.*

As a child, what did you want to be when you grew up?
A cowboy or an Indian, I couldn't decide. Indians seemed smarter, but cowboys always won.

First job
My first decent job out of high school was as a motorcycle mechanic, which is what prompted me to get back in school. After graduating college, I initially split my time between giving music lessons and telemarketing for Time/Life magazines. You've probably hung up on me at least once.

Your idea of a perfect day alone?
It depends, but it can involve old movies, books or a motorcycle ride up the coast. Or fixing something. If it doesn't "have" to be fixed and I "choose" to fix it, it's relaxing, otherwise it's work.

Favorite celebrity encounter
Saying hello to and getting a reply from Robin Williams outside his house as I rode by on a bicycle. It was a surprise encounter, and I think he returned the hello because he realized I wasn't going to stop and chat — so I didn't.

Retirement dreams?
To live in my home as long as possible. A chair lift may be in my future.

Manager's profile
"Stan masterfully applies his programming talents with rapid delivery of the best electronic communication tools to our clients. He's a creative, logical thinker, always happy to answer technical questions or offer practical advice while staying focused on projects. He takes a great deal of pride in his work and has an unquestionable commitment to excellence."

— Norman Noble, director, information technology, PC World

Question of the week for Nov. 20

At what age should kids het their first cell phone?

8-10 years	5%
11-12 2	4%
13-15	39%
When they begin driving	14%
Not until they can pay for it themselves	29%

Log on to www.idgcentral.com to vote on this week's question: How much holiday shopping do you plan to do in the next month online vs. traditional stores?

IDG WorldUpdate

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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More online

Be sure to check out the following online-only content:

- **Publication profit margin charts.** Listings for September and October are now available.

- **Audio files from the GPSC meetings**. Presentations — both slides and audio files — from last month's Global Product Support Center meetings can be found in Global Meetings link.

If you need a login for IDG Central (http:www.idgcentral.com) use the link on the home page to request one.

Seventh SOA forum emphasizes peer-to-peer interaction

Agenda reflects call for more real-world customer case studies, lessons learned

For the seventh edition of its SOA Executive Forum, held Nov. 6-7 in New York City, InfoWorld chose the tagline "The Proven Solution for IT Agility." The agenda consisted of real-world case studies in service-oriented architecture (SOA), lessons learned and new-found benefits from those companies involved in rolling out SOA strategies. Speakers discussed various approaches, cost-savings metrics and how they measure their technology investments.

*(L-R) InfoWorld East Coast Associate Publisher **Hal Mentlik**, Dan Potter of sponsoring firm WebLayers and InfoWorld President and Publisher **Bob Ostrow**.*

According to **Jill Martay**, InfoWorld VP/Events, the SOA Forum is "widely recognized as the leading conference focused solely on building, deploying and maintaining a service-oriented architecture. Each program focuses on the opportunities — and the largest points of pain — that early adopters have discovered."

InfoWorld Executive Editor-at-large **Eric Knorr** put together the agenda and managed the speakers. The program offered more customer case studies than previous SOA Forums as well as a collegial educational format. "This was the most peer-to-peer-rich program we have produced to date," Martay said, "and based on our program evaluations this is a high priority for the 460 senior IT and business decision makers who attended." Martay

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Celebrating 10: PC World's Diane Ryczek *page 8*

CW Denmark online ad revenue should top 50% in FY07

There's nothing rotten in the state of Computerworld Denmark these days, especially where online advertising sales are concerned. In FY05 36% of CW Denmark's ad revenue came from online; in FY06 that percentage was 45%, and it is expected to pass 50% in FY07. "The growth in online ad revenue is now bigger that the decline in print ad revenue — by more than three times!" said **Søren Queitsch**, IDG Denmark managing director.

Queitsch attributed the growth of online ad sales to a consistent focus and a significant investment in the Web since day one. The CW Denmark site (http://www.computerworld.dk) was launched in 1995 and began posting daily news in 1997; it has had dedicated editorial and sales staffs since 1998 and 2000, respectively. "We were first in the market and have had the No. 1 position ever since — and have done everything necessary to keep that position," Queitsch said.

*CW Denmark's online team includes (l-r): CW Denmark Online Sales Representative **Jacob Oreby** and **Anja Kristiansen**, Sales Consultant **Jan Mikkelsen** and Online Marketing Director **Peer Jensen.***

According to Queitsch, Denmark has a very high Internet penetration. More than 80% of Danish households have Internet access, 60% of them have broadband (98% of them can have broadband delivered if they choose) and 90% of them can access a wireless network. The Internet accounts for 6% of

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in brief newsworthy

Financial Insights presents FinTech 100 Awards at BAI conference

Insights
ncial

*Customer David Dervish of Fiserv CBS stops by the Financial Insights booth to chat with **Deborah Stark,** director of marketing (center) and **Chris Pratt,** research director, Consumer Banking & Credit.*

Financial Insights and American Banker Magazine honored the top 15 companies in their third annual FinTech 100 ranking at last month's BAI (Banking Administration Institute) Retail Delivery technology conference in Las Vegas. The awards were presented by Financial Insights COO **Michon Schenck** and American Banker Editor-in-chief David Longobardi at a standing-room-only breakfast event during the conference.

American Banker and Financial Insights jointly produce and publish this annual, comprehensive Fortune 500-style ranking of the hardware, software and services providers within the financial services industry. The ranking is categorized and evaluated based on calendar year-end revenues and the percentage of revenues attributed to financial services. To qualify for the FinTech 100 vendors must derive more than one-third of their revenue from the financial services industry.

Financial Insights also demonstrated a new research product at its booth, the FinTech DNA Data n' Analytics, which lets customers visually analyze more than 400 major financial technology providers' data for quicker and more intuitive real-time decision making. This extensive database of FinTech companies provides a rich set of longitudinal data on these important players in the financial services industry.

The information includes annual revenues, percent of revenues derived from the financial services industry, company location, governance structure (private or public), company location, major product offerings and/or lines of businesses, competitors, sample customers and more. The product is designed to help companies make investment decisions, better understand their competitive landscape and provide quick and easy access to information about possible partner companies. Financial Insights chose to partner with Spotfire to provide a new way of delivering data-rich products.

To download a trial version of the product visit: http://www.financial-insights.com/FI/services/ft_100_analytics.jsp. WU

World Update schedule, PDF option

IDG World Update's next issue will be the year-in-review issue on Dec. 25. The January publishing dates are Jan. 8 and Jan. 22. To receive a PDF version of the newsletter via e-mail, send a request to world_update@idg.com.

IDC Canada's contribution to ad campaign results in media award

IDC Canada's role in an advertising campaign to help Microsoft Canada position itself as a trusted enterprise technology provider was recognized with a Media Innovation Awards 2006 certificate

Media Innovation Awards 2006

The awards, now in their seventh year, were announced in the November issue of Marketing, the Toronto-based publication that manages the program. The awards, given this year for projects initiated in 2005, recognize excellence in the planning and buying of media in the marketing/advertising sector and is endorsed by the Canadian Media Directors' Council.

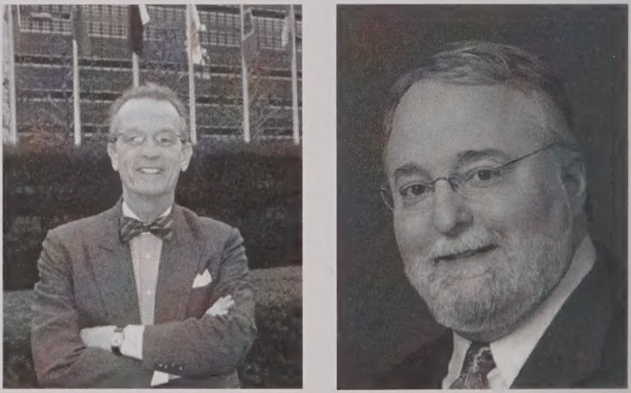
The Microsoft Canada campaign, called the "Perspectives on Productivity" series, ran during a six-week period in late 2005. IDC Canada provided 1,000-word thought-leadership pieces on topics such as collaboration, security, business intelligence and business process automation that were placed as full-page advertorials, which included a 1/3 page Microsoft Canada ad, in the business section of The Globe and Mail.

The campaign, developed by Microsoft Canada-Servers and its agency, M2 Universal, was later extended to a microsite, case studies and podcasts featuring IDC Canada speakers. The campaign produced podcast downloads that exceeded estimates by 500%, while traffic to http://www.microsoft.ca doubled.

Key IDC Canada staff involved with the campaign were Managing Director **Vito Mabrucco**, VP/Enterprise Software **Joel Martin**, Research Manager **Jim Westcott**, VP/IT Security Research **Joe Greene** and Manager, Canadian Application Development & Infrastructure Software **David Senf**, with support from VP/ Finance & Operations **Chris Sullivan** and **Stephen Symonds**, marketing operations.

For more information write to vmabrucco@idccanada.com or go to http://www.marketingmag.ca. WU

IDG executives address U.N. gathering

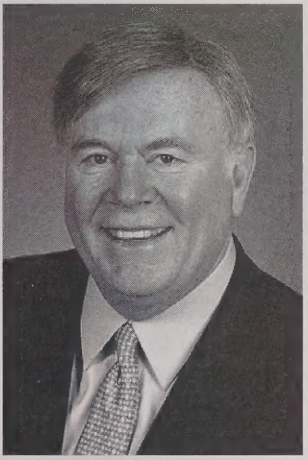


*CIO Publisher **Gary Beach** (above left) and InfoWorld Editor-in-chief **Steve Fox** participated in last month's 18th annual Global Alliance for Information and Communication Technology at the United Nations headquarters in New York. The two-day event was designed to provide guidance to business executives and government officials on emerging IT, security, SOA, connectivity and Web applications and solutions. Fox was invited to lead a panel discussion on the adoption of SOA as a way to jump-start innovation and gain competitive advantage. Beach delivered the LockNote address on the first day.*

the interview

one on one

Pat McGovern
The founder and chairman of IDG is this week's columnist. Reach him at pat_mcgovern@idg.com.



"You can think of IDG's business as providing 'branded learning experiences' which help our customers become successful. A great deal of these branded learning experiences will occur through communication between knowledgeable members of our audience. So, facilitating such peer-to-peer communications is one of the valuable benefits we provide."

Q IDG has recently completed its fiscal year 2006. Can you share with us the rate of growth in profits that IDG achieved during FY06?

A For FY06, IDG exceeded its operating profit plan by 6% and increased its operating profit over FY05 by 189%. This strong gain in operating profit year-over-year was the result of increases in our productivity and a shift in our revenue from print to online and events (both of which have higher profit margins than print). When we add in the results from our venture capital investments and interest income, our overall pre-tax profit for FY06 was 224% over last year!

Q How well are IDG Ventures investments doing? Are the gains that IDG makes from its venture capital investments included in IDG's corporate profits for purposes of ESOP evaluation and profit sharing?

A IDG Ventures now includes funds located in China, Vietnam, India and in the U.S. in San Francisco and in Boston. In FY06, these funds produced excellent returns. For example, China achieved $113 million in cash returns from companies in which it had invested $13 million. These venture capital gains are included in IDG's financial results for the purposes of both profit-sharing calculations and enterprise-value calculations, which determines IDG's price per share in our Employee Stock Ownership Plans.

Q In the recent past, when a publishing company wanted to enter a new market, they first launched a print magazine and then its companion Web site and later produced events for the audience created by the magazine and its Web site. Is this the way you recommend that IDG media companies enter new markets today?

A No. Today, when we want to launch into a new market area, we should first decide on the brand we want to use to serve that market and then create a Web site under that brand on which we put the latest news, product and service information, application techniques, industry developments, etc. Then we use this Web site to gather a database of visitors while generating revenue from advertising on the Web site and from lead generation by white papers and webcasts, etc. When the number of visitors registered on the Web site account for a reasonable share of the buyers in the market, we can then send this audience e-surveys to find out the subjects, locations, and times of the year they would like to have face-to-face events and then implement their recommendations, Finally, we can send e-surveys to this audience to determine how many people would like to receive a printed publication covering this subject area, and in what format and frequency they would like to receive such a publication and how much they would be willing to pay to receive it. If there is a strong interest in a print version of the publication, then we can take that information to the potential advertisers to see if we can obtain sufficient pre-commitments for advertising pages in the publication to ensure that it will at least be a breakeven from the first issue.

Q With information from our audience members becoming an ever more important part of the content that we provide, IDG is now doing a lot more than originating information and sending it to special interest audiences. How should we think about the business that IDG is in today and in the future?

A IDG operates through brands such as Computerworld, PC World, IDC, etc. that provide trusted sources of information because we exercise quality control over the information provided under that brand. So, when people visit our Web sites, they learn from the information there, and when they participate in our discussion groups, read our blogs, listen to our podcasts, download a white paper, go to one of our events, or read one of our publications, they are all learning something new. Therefore, you can think of IDG's business as providing "branded learning experiences" which help our customers become successful. In the future, a great deal of these "branded learning experiences" will occur through communication between knowledgeable members of our audience. So, facilitating such peer-to-peer communications is one of the valuable benefits we provide by creating communities of people who have technology and/or application insights to share with others on how to increase one's productivity in one's job and/or enrich one's personal life.

Q What do you think about Time magazine's recent decision to base their advertising rates not on the number of copies circulated, but on their total readership?

A I congratulate Time for making a change which I believe will eventually be used for all print publications. Advertisers want to know how many people are seeing their ads and who these people are. Vir-

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Rules of engagement

InfoWorld Director of Events **Jill Martay** and her team work hard to keep SOA Executive Forum attendees engaged throughout the year. Among the initiatives they use are the following:

- InfoWorld's community tool, IT Exec Connect (see IDG World Update, Sept. 4, 2006), is used as a forum to keep SOA discussions live.
- Video interviews with key speakers from the forum is available at InfoWorld.com.
- Theme-specific podcasts, print features and an SOA portal have also been strong resources in delivering valuable content between events. "It keeps our audience engaged and hungry for each event," Martay said.

What is SOA?

According to Webopedia, an online encyclopedia of computer technology, service-oriented architecture (SOA) is "an application architecture in which all functions, or services, are defined using a description language and have invokable interfaces that are called to perform business processes. Each interaction is independent of each and every other interaction and the interconnect protocols of the communicating devices (i.e., the infrastructure components that determine the communication system do not affect the interfaces). Because interfaces are platform-independent, a client from any device using any operating system in any language can use the service. SOA...runs independent of any specific technologies."

SOA Forum

continued from page 1

said that the forum's largest audience comes from banking and finance, "so it really makes the most sense for us to bring the event to the financial capital of the U.S."

Opening keynote speaker Rich Erickson, AT&T enterprise SOA practice lead, gave an account of the technical and organizational hurdles his company has overcome to deploy an extensive SOA implementation. Governance proved to be a hot topic at the forum, with speakers exploring common business patterns, processes and best practices for adopting and managing an SOA.

InfoWorld Editor-in-chief **Steve Fox** was the forum's host and moderated the panel "Integrating Voice with SOA." Other InfoWorld panel moderators included Test Center Executive Editor **Doug Dineley** ("Virtualization and SOA"), Lead Analyst **Jon Udell** ("Semantics: The Missing Link in SOA" and "Enterprise Mash Ups") and Knorr ("SOA and the Future of Enterprise Software").

Sponsors included BEA, Oracle, Hewlett-Packard, iTKO, Progress Software/Sonic Software, Iona, WebLayers and Servoy. Not only did they have a presence at the forum, Martay said they are included in a six-month SOA marketing campaign that spans all of InfoWorld's properties.

Forum marketing included topic-driven e-mails relating to SOA, such as ROI, security and governance, targeted to appeal to potential attendees; a VIP Gold level for the highest-tier attendees that provided additional event amenities; and online marketing such as InfoWorld podcasts that came with 30-second forum commercials. Partners CXO Media, IDG World Expo and Network World also marketed the forum on their sites and at their events.

During the forum, InfoWorld hosted a dinner for InfoWorld CTO Council — an editorial board made up of CTOs from a variety of vertical market companies such as ADP, Wachovia and Kaplan Testing — to gauge the session feedback and see how the event was viewed against other industry events with SOA tracks. "Comments were very strong and gave us a great many new ideas to shape the content for future programs," Martay said. "Trying to manage a balance between sponsored sessions and editorially driven sessions can prove challenging, but working with our sponsors to make sure technical expertise dominated marketing pitches worked well. It was also noted that the quality of the audience was extremely strong and that SOA adoption and the understanding of its benefits is at an all-time high."

SOA
Introduction
Steve Fox
Editor-in-Chief, InfoWorld
SOA
ExecutiveForum

*InfoWorld Editor-in-chief **Steve Fox** served as the forum's host.*

InfoWorld's core event team consists of three people: Martay, Senior Operations Manager **Amy Pietchel** and Event Coordinator **Ahmad White**.

"Amy brought forth a number of new ideas to keep the event design sleek and polished, especially related to lighting and staging," Martay said. "It definitely made a difference to sponsors that have participated in our previous programs. Among many things, one key area Ahmad was responsible for was audience acquisition. He did a remarkable job tracking our registration from 10 weeks out and working with the online team to implement new marketing techniques."

The next SOA Executive Forum will be held May 15-16, 2007, at the Roosevelt Hotel in New York City. For more information go to http://www.infoworld.com/event/soa/nov/soa_hom.html or contact Jill Martay at jill_martay@infoworld.com.

One on one

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tually all competitive media sell on an audience basis, i.e., television sells the number of viewers, Web sites sell the number of visitors, radio sells the number of listeners, etc. So, it is very logical for publications to level the playing field by selling on their measured readership.

I see the confusion caused by this difference when media buyers, for example, ask me why PC World charges $40 per thousand for its print publication and only $25 per thousand for visitors to its Web site. But the media buyers are comparing apples to oranges. PC World has an average of five readers a copy, so its actual cost per thousand readers is $8. In fact, PC World's rate of $8 per thousand readers is less than the typical price for a thousand viewers of a television program in spite of PC World having an audience that has a much higher technology buying power per capita than any television program.

IDG

Current Jobs, Week of December 11, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Community Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Events	Event Marketing and Programs Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Account Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Advertising Operations Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Admin	Online Office Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Conf	Marketing/Client Relations Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Staff Writer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Associate User Support Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Senior Solutions Architect	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Research	Editorial and Marketing Research Analyst	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Relationship Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Tech	Web System Administrator	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
	Online	Lead Content Producer	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4791
IDG Corporate Sales						
	Sales	Sales Operations Manager	Framingham MA or San	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Leah Barton	leah_barton@idg.com	508-988-7871
IDG Entertainment						
	Online	Audience Development Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
	Sales	Sales Manager, Midwest	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2711
IDG Global Solutions						
	Bus Dev	European Online Business Developer	Staines UK	Piper Sheer	piper_sheer@idg.com	508-935-4791
IDG Research						
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	Tech	Senior Software Engineer	San Francisco CA	Derek Bucher	derek_butcher@infoworld.com	415-978-3178
Network World						
	Online	Online Business Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Online	Online Media Manager	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Ad Traffic Coordinator	Southborough MA	Eric Cormier	ecormier@nww.com	508-490-6592
	Sales	Sales Media Assistant	Oakland CA, Southborou	Eric Cormier	ecormier@nww.com	508-490-6592
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	Online	Online Advertising Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	510-768-2712
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
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	Operations	Events Operations Coodinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Admin	Administrative Assistant	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Project Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
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	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Digital Media and Entertainment	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Director, Software Alliance Leadership Counci	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, IT Outsourcing and Utility Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, Procurement and Supply Chain Sen	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Digital Marketplace and Collaborativ	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Mechanisms	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Mobile Device Technology	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Semiconductors: Networking, Brc	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Client Service Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Inside Sales Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sales Manager, Industry Major Software	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Tech	Project Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Designer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						
	Research	Research Manager, Capital Markets	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC- Enery Insights						
	Research	Research Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

Event Marketing and Programs Coordinator (CWI)

Computerworld has an exciting opportunity for an Event Marketing and Programs Coordinator to assist in the continued expansion of our Strategic Programs & Events group. Working closely with various team members, the successful candidate will assist with audience development/acquisition campaigns, audience registration, content/presenter development/arrangements and production across all of Computerworld's various conferences and events. Travel to selected events throughout the year is required. Related marketing experience, excellent customer service skills, the ability to organize multiple detailed projects, and proficiency with Microsoft Office, including Word, Excel and PowerPoint are all prerequisites. ***Location: Framingham, Massachusetts***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Community Editor (CWI)

IDG's Computerworld.com seeks an online editor to help develop and manage its online user community, including blogs, forums, article comments and other online content. The primary responsibilities are editing blog posts, moderating comments, account administration, and highlighting intriguing posts on Web pages and in newsletters. Other duties include newsletter editing and production, special projects, and backstopping online editorial colleagues. Extensive personal or professional experience with blogs, forums and social networks is a key requirement. Internet savvy and the ability to master Web-based publishing tools are also necessary. Our fast-paced, daily publishing cycle involves team work on deadline. Accordingly, sound organizational abilities and communication skills are key elements to success. Article editing or writing experience in a publications environment is an important plus. The successful candidate must be able to make selective judgments about our technology-oriented content as well as write and edit engaging headlines and descriptions that entice our readers to click. Knowledge of, or a strong willingness to learn, HTML and the topics and issues of interest to our IT professional audience are key requirements for this job. Online production experience is desirable though not requisite. This position requires a college degree with one to three years experience in an online or publishing endeavor. If you think you've got the right stuff, even if you're self taught, we want to talk with you. Salary is commensurate with experience. ***Location: Framingham, MA***
Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Research Analyst, Storage Pricing (IDC)

IDC's Storage Pricing Evaluation Service covers competitive pricing data for the major storage products (hardware and software) in the enterprise and midrange market. This analyst will assist team members in supporting the program's price benchmarking service and core database offerings by developing new analytical tools and models using their spreadsheet and database expertise. Key responsibilities include maintaining price benchmarking deliverables for a wide range of vendor and end-user customers, updating database price lists, entering specification data, managing pricing deliverables, and providing client support to the approximately 30 clients in the pricing program. The analyst will also support customers by providing analysis and insight on trends within the various categories (disk, tape, network storage, and storage networking). Additionally, the analyst will work to develop new products and services by understanding client needs and wants, and developing creative ways to fulfill them. The analyst will have a strong facility with Excel and Access, as well as good communication skills. A Bachelor's degree is required with a quantitative focus in statistics, economics or computer science. We are seeking someone who is entrepreneurial in mindset, and has experience working independently and thinking critically about information and data. This role is based in Framingham, MA. Relocation is not available. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Worldwide Tracker Group (IDC)

The Tracker Analyst position at IDC provides a unique opportunity to work closely with the Hardcopy Peripheral research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. This role will afford an analyst the unique opportunity to learn about this industry from the ground up. The analyst will develop collaborative working relations with U.S. and IDC regional analysts as well as the vendor, end-user and financial communities. Key responsibilities include: assisting in the delivery of the Tracker products to clients quarterly, ensuring the data has the highest level of quality and integrity through data analysis and reconciliation, analyzing vendors' quarterly financial statements to increase market awareness, interacting with worldwide and regional analysts to streamline the data process, and providing input in our database/application development efforts. The successful tracker analyst will have strong facility with quantitative analysis, Excel, and experience working with database products. Experience with Access and VBA is a plus. In addition, the individual

needs to have writing and communication skills that will lead to strong client relations. A Bachelor's degree is required and a focus in finance, math, economics, or market research is a plus. We are seeking someone who is collaborative, decisive and entrepreneurial. This role involves some U.S. travel. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Energy Upstream Strategies, Energy Insights (IDC)

Energy Insights, an IDC company, is seeking a research director to lead the Energy Upstream Strategies product family. The research director will have responsibility for oil & gas exploration and production and other related business areas. He/she will be responsible for coordinating the research agenda with other Energy Insights analysts as well as other analysts throughout IDC. The individual must have strong research project management experience as well strong writing and presentation skills. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand (end user) and supply (vendor) side of technology markets. The research director will have primary responsibility for the Energy Upstream Strategies research program and must be a contributor to other programs such as the Downstream Strategies program and the Worldwide IT Spending Guide for the Oil & Gas Industry. In overseeing this program, the director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package research products and frame consulting opportunities in a way that meets client's needs. Client facing skills are needed as well for responding to client inquiries and delivering on consulting opportunities. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The desired individual will preferably have a master's degree with 10+ years working experience in the oil & gas industry and/or with a firm that provides market research, advisory or consulting services to the oil & gas industry. Additionally, the following skills and attributes are desired: Strong business development skills; Strong presentation skills; Analytical mindset; Strong writing skills; Well-developed collaboration skills; Project and time management skills with a constant eye on detail; Comfort working in a fast-paced, ever-changing environment.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Business Networking Services (IDC)

IDC's Telecommunications team is seeking a Research Manager to cover the business networking segment of the market. This includes technology platforms and solutions based on frame relay, Ethernet (metro and long haul), ATM, optical wavelength services, and IP as well as tracking enterprise networking requirements for both voice and data. This analyst must understand how service providers are meeting the demand for these services and their strategies to compete for future business. Other areas of coverage include all aspects of ISP business models and technology, including consumer and business Internet access, wholesale transport on backbone networks, and value-added services offered by ISPs. Responsibilities include producing insightful market studies and providing compelling strategic advice to our clients. The analyst will be responsible for identifying and tracking key networking and IT trends as well as tracking service providers in this segment. The analyst will also produce quantitative market models and markets shares, and will be responsible for conducting surveys of both end-users and service providers and network equipment vendors - including IDC's branded annual WAN Manger Survey. This position includes working with the media, responding to client inquiries, and presenting industry briefings to clients. This position requires a bachelor's degree, with five + years of experience analyzing companies and trends in the IT/Networking segment. Good writing skills and the ability to interpret company financial data and manage quantitative databases are essential. The candidate must be confident and have good interpersonal skills, with the ability to interact with product managers, CIO's, and CEOs. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Sourcing and Supply Chain Management Services (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized BPO (business process outsourcing) and Business Services research team. The individual in this role will serve as IDC's lead subject matter expert on the topic of Sourcing and Supply Chain Management Services (S&SCM) BPO, providing market research, analysis, thought leadership and advisory services on the S&SCM BPO services markets, including procurement and R&D/engineering services, as well as acting as a key contributor to IDC's overall BPO research team. This individual will take the lead in developing and delivering IDC's S&SCM BPO Services research practice, a role that will involve both the development and delivery of research, and the business management aspects of the practice. Key responsibilities include: following business and IT services companies that compete in the dynamic and evolving global S&SCM BPO services market, developing and delivering original studies and research on the S&SCM BPO Services market, engaging in client-centric business consulting, and acting as a client advisor. The role also requires taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services and BPO Services providers and leading technology

providers. The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor; Demonstrate initiative and structure in independently exploring new topics; Participate in and bring value to a larger team of business services analysts; Demonstrate strong writing, public speaking and presentation skills; Build relationships with key BPO market players and influencers; Participate in business development/sales activities that lead to client acquisition; Balance multiple roles simultaneously. The ideal candidate should have 3-5+ years of professional experience, knowledge of Sourcing and Supply Chain Management Services BPO business practices, and familiarity with the dynamics generally affecting BPO issues. In addition the successful candidate will be able to contribute to IDC research on the global sourcing strategies of IT and Business Process outsourcers and services providers. A Master's degree in a professional field such as business or international affairs is preferred. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Initially, travel will be limited to 10-15%. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Verticals (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. This role has three main objectives: Research, Writing and Program Development for all of the software vertical views programs. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Key Responsibilities include: Create and write research for the software vertical views family of programs; Work with forecast modelers to ensure the timely and accurate delivery of all program forecasts; Develop opinions and research about vendor vertical strategies; Track and estimate vendor vertical market revenues and share; Assist with other ongoing research projects; Build and maintain relationships with clients and IDC analyst partners; Develop a rapport with the entire Vertical Group to gather and process information. Successful candidates will posses the following skills: Proficient understanding of Information Technology with the ability to stay current on new industry developments. Specific understanding of software and/or vertical markets preferred; Understanding of 10-Ks, annual reports, primary and secondary research; Writing skills: Ability to construct a logical, well-thought out and well-written document; Written and Oral Communication skills: Ability to clearly communicate in a professional manner; Ability to generate and communicate vertical market and technology assumptions; Interpersonal skills: Ability to develop relationships with other analysts, clients and prospects; Technical skills: Excel, Word, PowerPoint; Attributes of a successful candidate: motivated, detail oriented, proactive, collaborative, analytical, creative, and curious. Undergraduate degree and 4 to 8 years related experience or equivalent needed. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Management Associate (IDGC)

IDG Communications is seeking a recent college graduate to enter IDG's Management Associate Program. The Program and related assignments are structured to provide a solid understanding of the business fundamentals required to create and deliver a print or online publishing/media product and designed to expand publishing competence around that core. The successful Management Associate will carry out work for the Sr. VP of Online, the President of IDG Communications and other members of IDG's Senior Management Team. The Associate will be engaged in short- and long-term project work at both the corporate and IDG business unit level. A typical project may include: assessing the strengths and weaknesses of competitive products summarizing results, and developing presentations to identify and target competitive advantages, or; conducting best practice research and analysis and providing recommendations to guide IDG initiatives in areas such as search engine optimization, lead generation programs, etc. Initial Management Associate assignments are for a 9- to 12-month period. At the conclusion of each Management Associate's term, s/he is placed in competition for positions either within IDG or the IDG family of companies. The ideal candidate will have strong demonstrated research, quantitative and analytical skills, as well as excellent verbal and written communication skills. The ability to work independently and take initiative, influence without authority, and develop internal relationships is key. Print/online media-related business experience, or journalism experience combined with business coursework, is helpful but not required. Spreadsheet skills (Excel) and database query skills are also helpful. Bachelor's degree required. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Online Media Project Manager/Senior Designer (IFW)

InfoWorld is seeking an Online Media Product Manager/Senior Designer to report to the CTO. Responsibilities include: Day-to-day management and welfare considerations of product during the various stages of the product's lifecycle; Front-end UI considerations, designed and delivered; Site strategy as it relates to design, front-end

architecture and user experience, defined and delivered; Information architecture, deep content maps; Project management – define project plan's list of tasks & milestones as they directly relate to strategy, design, implementation and development; Work closely with Tech Team Lead and Engineers to deliver products on time; Define strategy for audience development and brand; Help define and deliver revenue model, short-term and long-term. ***Location: San Francisco, CA***
Contact: D. Butcher, Email: derek_butcher@infoworld.com

HR Assistant/Coordinator (PCW)

We are looking for an intelligent, energetic individual to provide HR assistance to multiple IDG business units. He/she will support the HR department in all its functions, with specific responsibility for job posting, resume tracking, recruitment support, benefits communications, payroll processing, data entry and report generation, time and attendance tracking, and coordination of training programs. The HR Assistant/Coordinator will be the 'first face' of HR, needing to respond swiftly and accurately to employee questions and concerns. This approachable, responsive and detail-oriented person should have a Bachelor's degree or equivalent with 2 years' HR or related experience. MS Office computer experience and stellar organizational, interpersonal and communication skills are a must. Please reference "HR Assistant/Coordinator" in the subject line. ***Location: San Francisco, CA***
Contact: L. Hess, Fax: 415-974-7316, Phone: 415-978-3185, Email: jobs@gamepro.com

Online Advertising Coordinator (PCW)

The Online Advertising Coordinator reports to PC World's Online Ad Operations Manager and is responsible for setting up/running all ad campaigns for PCWorld.com, as well as its newsletter operation and affiliated sites. The coordinator will handle and post all incoming creative and ad materials, monitor online ad fulfillment, and troubleshoot as needed. S/he will develop and run tracking reports, forecasts, and analysis for clients. Candidates should have strong Excel, communications and analytical skills, and enjoy researching and resolving questions and working with others. The ideal candidate will have online ad trafficking experience using Doubleclick DART. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Event Operations Coordinator (WEC)

IDG World Expo is seeking a motivated event professional to join the Event Services Team. The primary responsibility of the Event Operations Coordinator will be to provide excellent customer service to exhibitors and sponsors. This includes the overall coordination of details, including creating service manuals and newsletters, maintaining sections of the event website, and executing all the logistics as it pertains to exhibitors/sponsor fulfillment. In this coordination and fulfillment role the Event Services Coordinator will interact with exhibitors/sponsors on a regular basis and work closely on several event teams with regular guidance from an assigned Operations Manager. The Event Operations Coordinator will also maintain and foster the relationships with service contractors and facilities. Ideal candidates will possess 3-4 years of event industry or related experience, excellent prioritization and organizational skills, the ability to manage multiple deadlines, ability to capture detailed information accurately, as well as short and long range planning. Proficiency with MS Office including PowerPoint required, experience with SalesLogix and Adobe is a plus. This position may include travel to several of our events including some weekend travel. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

IDC
Analyze the Future

IDC Italy Consulting Practice Manager ***Agostino De Luca*** *chaired one of the conference panels.*

Agenda overview

The forum's agenda featured nine keynote speakers representing the banking and financial services sectors, nine case studies and a busy and larger-than-before exhibition area. Exhibiting companies included some platinum-level sponsors, all of which had top managers speaking at the event: Accenture, Adobe Systems Italy, BT Italy, CSC Italy, EMC, IBM Italy, Internet Security Systems, Microsoft Italy, RA Computer (a company of the SIA Group), Symantec Italy and Verizon Business.

IT Banking Forum realizes gains in sponsors and media partners

Supported by a greater number of sponsors (24) and media partners (21) than last year, IDC's 11th annual European IT Banking Forum brought together the top managers of banks, leading ICT companies, senior IDC analysts and influential opinion leaders to analyze the evolution of technology supporting the banking and insurance industries. More than 350 people attended the conference, which was held in Milan Nov. 23-24 and organized by IDC Italy's Conference Group.

Once again, the forum maintained its standing as the most prestigious event of its kind in Europe. The main theme focused on technology as the key strategic lever that can increase efficiency, innovation, growth and customer satisfaction and win the challenges of globalization that face the European financial services market.

"Banks have to be competitive as far as costs, efficiency, customer loyalty, increase of market shares, products and process innovation are concerned," said **Ezio Viola**, group VP and general manager, IDC Southern Europe and Vertical Markets & Insights Business Units, in his opening speech.

According to IDC, IT represents the second largest expenditure for European banks, and the banking segment is the vertical sector in which the most IT investments are made.

Promotional activities prior to the event involved not only support from the sponsors, which publicized the event among their clients, but also the first-time participation of ABI Lab, a Rome-based research center for banking technologies. Additional promotional support, also for the first time, came from three end-user associations that significantly raised visibility for the event via their Web sites and e-newsletters.

A total of 28 interviews – two more than last year – were arranged before, during and after the forum with Viola, keynote speakers, sponsors and case studies representatives resulting in excellent press coverage in a variety of print, Web and broadcast outlets, said IDC Italy Conference Group Senior Marketing Communication Specialist **Claudia Corradi**.

Like last year, one of the sponsors – BT Italy this year – hosted a VIP lunch for end-user attendees they'd identified as significant prospects. IDC followed up with the targeted attendees, and 15 of them participated in an informal and interactive lunch with BT representatives and Viola, which was well-received by everyone involved, Corradi said.

For more details go to http://www.idc.com/italy/events/banking06/banking06.jsp or write to ccorradi@idc.com. WU

CW Denmark

continued from page 1

all ad revenue spent in Denmark, and Queitsch said he expects that figure to near 10% in 2007.

"I wish I could give you a secret recipe for our success, but there isn't one," Queitsch said. "We have been working on cornering the market for many years, and now when the market is maturing we are able to harvest. Our market position and size are very important to our success. If you are an IT vendor in Denmark and want good exposure for your Internet campaign, there is no way around Computerworld online. My best advice to countries where the Internet penetration isn't as mature as Denmark's is: Don't wait — start now. Get the market leader position. You will benefit later."

The CW site is the biggest IT b2b site in the country with 75,000 unique visitors and 450,000 page impressions per week, healthy numbers for a country with only 5 million inhabitants. Queitsch said he figured if the site was in the U.S. and had the same percentage of users it would see 4.5 million unique visitors and 27 million impressions each week.

Queitsch said 25% of the site's ad revenue comes from newsletters, 65% from banner ads and the rest from rapidly growing new areas such as podcasts, white papers and partner-sponsored zones. "Our clients are much more willing to try new things today, which is important for our development," he said. IDG Denmark has a sales staff of 15, with five staffers each concentrating on online and print and five on both. Queitsch said he expected the sales staff will all focus on both media by 2008.

Queitsch said in the site's early days the most important traffic drivers were news stories pushed by two daily newsletters; news stories are still important but are now pushed by RSS feeds. Today, communities, forums and other forms of user-driven content lead the site's growth.

A Debate forum has seen around 32,000 weekly impressions in the last couple of months; the average from January to February 2006 was only 12,000 impressions. The number of unique users per week has also increased, going from an average of 4,500 in January-February to nearly 10,000 in September. A CW Denmark podcast launched in mid-August has drawn 4,600 page views and 2,700 unique users a week, and a CW blog launched at the same time sees nearly 9,000 page views and 3,400 unique users.

"Fifteen percent of our traffic comes from user-driven content, and it is rapidly growing," Queitsch said. "It was around 5% six months ago." Queitsch said he would not be surprised if one third of the site's traffic comes from user-driven content a year from now.

"We keep a close eye on Internet development in the U.S.," Queitsch added. "Our experience is that Danish users follow similar patterns, just one year behind."

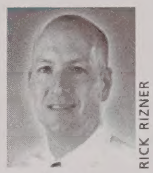
Contact Søren Queitsch at sq@idg.dk. WU

"My best advice to countries where the Internet penetration isn't as mature as Denmark's is: Don't wait — start now. Get the market leader position. You will benefit later."

- Søren Queitsch, managing director, IDG Denmark

noteworthy people

Promotions


Stafford

RICK RIZNER

PC World Senior Writer, Features **Alan Stafford** is now executive editor for reviews. "I can't think of a better person to set the strategy for product coverage, ensure high-level quality control and generally ensure that reviews are as good as they possibly can be and always evolving to meet site visitors' and print readers' needs," said **Harry McCracken**, PCW VP/editor-in-chief. *alan_stafford@pcworld.com*

Rebbapragada

RICK RIZNER

Also moving up the PC World ladder in San Francisco is **Narasu Rebbapragada**, now senior reviews editor. "Narasu's technical knowledge, versatility, enthusiasm and efficiency all make her a superb choice for this new role," said VP/Editor-in-chief Harry McCracken. "She will be one of the day-to-day point people for reviews projects, including charts, standalone reviews, roundups and more." *narasu_rebbapragada@ pcworld.com*

Perenson

RICK RIZNER

PCW Senior Associate Editor **Melissa Perenson** is now senior products editor. "This unique new title reflects Melissa's unique stance as an exceptionally savvy product person, even in the product-y place that is PCW," said VP/Editor-in-chief Harry McCracken. "We wondered briefly if we could convince her to take the title of 'product queen' but thought better of it! She'll continue to take on growing responsibility for speedy online evaluations of high-profile products such as new phones, MP3 players, consoles and the like." *melissa_perenson@pcworld.com*

New employees

IDC Taiwan welcomes Market Analyst **Chia-Wei Yen** to its Enterprise Solutions team. He was previously a sales representative with Stark, Inc. and has also worked as a software engineer. He recently received an M.B.A. from Bradford University in the U.K. and enjoys cycling and reading business magazines. *cwyen@idc.com*

Dharshan

Market Analyst **Namratha Dharshan** is the newest member of the IDC Asia/ Pacific Central Research Group. Based in the Bangalore, India, office she will be responsible for demand-side research efforts in both the research programs and consulting. She was previously a research analyst with Market Probe and holds a B.S. in science from St Josephs College in Bangalore. Away from her desk she enjoys badminton, music and glass painting. *ndharshan@idc.com*

Executive Director/VP **Priscilla (Pat) Phillips** comes to IDG World Expo from her role as show director with E3Expo. She is also on the board of directors for the International Association of Exhibition and Event Management. She earned a B.S. in business administration from the University of Connecticut and enjoys bowling, spending time with her family and "providing moral support to [her] son as he pursues his aspirations to be a professional golfer." *pat_phillips@idg.com*

IDC China has taken on three contractors as full-time market analysts. **Michael Yang** will focus on the peripherals market. He holds a B.A. in communications from China's University of Technology and enjoys rock climbing and swimming. **Quaint Li** will be covering China IT security research. She has also worked at BenQ, Siemens and Ericsson. A graduate of Beijing's University of International Business and Economics, she holds a B.S. in management. She speaks Mandarin, Cantonese, English and French. **Emily Bian** will focus on the enterprise application software market. She holds a degree in automatic control from Beijing's Institute of Technology, as well as an M.A. from the Royal Melbourne (Australia) Institute of Technology. *myang@idc.com, qli@idc.com* and *ebain@idc.com*

Annie Beh joins IDC Malaysia as an associate market research analyst with the Peripherals team. She was previously an intern with Ernst & Young. She is a graduate of the University of Melbourne (Australia) with a B.S. in accounting and finance, where she was treasurer of the international students organization. In her free time she enjoys badminton and bowling. *abeh@idc.com*

Herring

PETER SHORT

IDC Framingham has hired **Romelle Herring** as group operations coordinator. She was previously administrative assistant to the VP of HR distribution services at TJX Companies. She earned a B.S. in business administration from Delaware State University and enjoys spending time with her twin sons, cycling and watching football and basketball. *rherring@idc.com*

Previously a sub-editor with Vijay Times, **Tina Chaaba** joins IDG India as a copy editor. She holds an M.A. in journalism and communications from the University of Mysore (India) and enjoys reading and going to the gym. *tina_chaaba@idgindia.com*

Senior Online Editor **Shawna McAlearney** comes to CXO Media from 1105 Media, where she held a similar title. She earned a B.S. in journalism from Boston University and in her free time enjoys photography and travel. *smcalearney@cxo.com*

CXO Media has hired **Christopher Barney** as a Web producer. He was previously a Web programmer with Vista Higher Learning and holds an M.S. in computer science from Azusa Pacific University in Azusa, Calif. Away from the office he enjoys acting, rock climbing, tae kwon do and scuba diving. *cbarney@cxo.com*

Returning employees

Ambrosio

JOE MOLA

Previously Computerworld's online director, **Johanna Ambrosio** returns to IDG as Computerworld Online's senior editor, coming from InformationWeek.com where she was news editor. She earned a B.S. in technical writing from Polytechnic University in Brooklyn, N.Y., and enjoys gardening, hiking and spending time with her family and dog Chief. She recently completed a book on mental illness and also serves on a committee to establish a literacy program in Marlborough, Mass. *johanna_ambrosio@ computerworld.com*

Send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Rick Ciliberto *Computerworld*

20
Helene Fily *IDG Global Solutions EMEA*

19
Lucinda Borovick *IDC*
Karen Timons *IDC*
Lars Dahmén *IDG Sweden*
Mary Lester *CXO Media*

18
Mary Ann Doolin *IDG List Services*

17
Carolyn Marsan *Network World*

15
Stephen McClure *IDC*
Kristen Kim *IDG*

14
Tina Pescaro *CXO Media*

13
ara Nieburg *Network World*

12
Elizabeth Martinez *Network World*
Neal Weinberg *Network World*
Michelle Vittori *Computerworld*
Joan Olson *Computerworld*
Rodney Barnes *PC World*

11
Kathy McKay *PC World*
John McArthur *IDC*
Diane Elhilow *IDC*
Pavel Kraml *IDG Czech*

10
Kim Saccio-Kent *PC World*
Diane Bobbitt *IDG*

9
Kimberly Willard *Connell Communications*
Frederick Broussard *IDC*
Patricia Murphy *IDC*
Ludovic Poussier *IDC France*
Kevin Ebmeyer *CXO Media*

8
Dawn Bomba *IDC*
River Jiang *IDG China*
Laura Hilliard *IDG Global Solutions EMEA*

7
Michael Guerin *Network World*
Rachel Lo *IDC Singapore*
Merle Sandler *IDC*
Rena Bhattacharyya *IDC*
Ralph Sheridan *IDC U.K.*
Pernilla Widén *IDG Sweden*
Ola Rehnberg *IDG Sweden*
Peter Hedengran *IDG Sweden*
Thiel van Hans-Peter *IDG Netherlands*
John Cooney *IDG*
Lisa Byron *CXO Media*

6
Caitlin Horgan *Network World*
May Fung *IDC Hong Kong*
Douglas Jaffe *IDC Singapore*
Viggo Bjerre *IDC Nordic/Denmark*
Kare Hobbie *InfoWorld*
Miriam Kutcher *IDC*
Alexander Motsenigos *IDC*
Kevin Kane *IDC*
Ryan Fitzgerald *IDC*
David Zajic *IDG Czech*
Terry Cummings *IDC U.K.*
Joachim Joestingmeier *IDG Germany*
Jean Philippe Bouchard *IDC France*
Stephanie Overby *CXO Media*

5
Veronica Vanni *Connell Communications*
Frank Parisi *IDG Entertainment*
John Klingstedt *IDG Entertainment*
Anne-Sophie Dankens *IDC*
Helen Flagg *IDG List Services*
Gregg Linde *Computerworld*

4
Phillip Allen *IDC Australia*
Emerald Wu *IDC Taiwan*
Sunny Chen *IDC Taiwan*
Suifran Mak *IDG Entertainment*
Nils Molin *IDC Nordic/Sweden*
Jan Splichal *IDG Czech*
Ron Moreau *IDG World Expo*
Sherri Cottreau *IDG World Expo*
Sarah Yee *CXO Media*
David Senf *IDC Canada*

3
Agata Joseph *Network World*
Jeannette Gonzalez *InfoWorld*
Alka Tandan *IDC Canada*

2
Mike Garrity *Network World*
Jane Wilbur *Network World*
Jennifer Hallet *Network World*
Nicky Dumont *Connell Communications*
Shinji Kozaki *IDC Japan*
Bernard Dai *IDC China*
Jenna Griffin *IDC New Zealand*
Buck Sing Ng *IDC Singapore*
Chris Johnson *Computerworld*
Robert Huseby *IDG Entertainment*
Nicholas Bisconti *IDC*
Danielle DeMao *IDC*
Basilio Gonzalez *IDC Mexico*
Alexandre Scaglia *IDG Brazil*

1
Brijesh Singh *IDC Center for Consultancy & Research (India)*
E. H. Nadish *IDC Center for Consultancy & Research (India)*
Angela Gunn *Computerworld*
Joyce Carpenter *Computerworld*
Kelly McGill *Computerworld*
Yasushi Okawa *IDG Japan*
Cori Gordon *InfoWorld*
Gerard Pintal *IDC*
Douglas Bell *IDC*
John Powers *IDC*
Lisa Kue *IDC*
Quaker Jin *IDG China*
Christopher Real *IDC Mexico*
Lena Stahl *IDG Sweden*
Robert Petranyi *IDG Sweden*
Lotta Åhman *IDG Sweden*
Ewa Budziszewska *IDG Poland*
Lauren DeLong *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

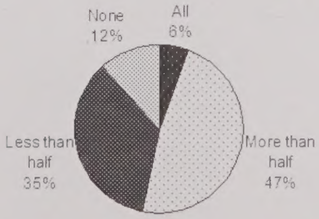
IDC Nordic celebrates 25th anniversary with gala dinner

ALLAN MICHELSEN

*IDC Nordic Research Director **Karsten Ho-Lanng** (l) and Jan Zneider from the Danish IT association ITEK were among the 120 staff, customers and partners at IDC Nordic's 25th anniversary dinner last month. The event at the Hotel SAS Scandinavia featured a Las Vegas theme and a chance to reap some rewards at the hotel's Casino Copenhagen (some visitors reported net gains). With 30 staff in Denmark and 10 in Sweden, IDC Nordic has more resources and a better profit margin than any of its competitors, said Group VP & Managing Director **Per Andersen**, who will celebrate 17 years with IDC in January.*

Question of the Week for Nov. 27

How much holiday shopping do you plan to do online in the next month?



Log on to www.idgcentral.com to vote on this week's question: What's the most important feature of an online community?

celebrating 10!

Name
Diane Ryczek

Home
San Francisco

Joined IDG
January 1995

Career path
I started in Framingham in IDG Corporate Accounting as a staff accountant. Then I moved to San Francisco to work with the IDG Marketing Services Division as a business analyst. After that, I moved to the San Mateo [Calif.] offices to work at Solutions Integrator Magazine as a finance manager. Just as they were closing down, I joined PC World as finance director.

Current title
My current position is Finance Director, and we do the accounting/finance for PC World, InfoWorld, Mac Publishing and IDG Entertainment. I ensure that every month we come close to our revenue and expense forecasts and if possible stay within our budget for the fiscal year. If we are out of line, I have to figure out what happened.

Most challenging part of your job
Getting the accounting books closed for four companies in two weeks. We haven't missed too many deadlines, but we have come awfully close.

What's kept you at IDG for 10 years?
I have stayed with IDG 11-plus years because I continue to learn something new every single day, and because I work with some amazing people including my current boss.

Interests outside the office
Travel, hiking, tea, Pilates, and my 2-year-old nieces (twins).

Most rewarding thing you've ever done
When I lived in Boston, I taught English as a second language through the American Red Cross. Most of the students spoke Spanish and Portuguese as their first language. Even though they were paying a small fee for the class and I was a volunteer, they were so appreciative of everything they learned.

Of what accomplishment at work are you most proud?
I finally passed the CPA exam after having been out of college for 10 years and having failed several times.

What book is on your bedside table?
Right now it's "The Giver" by Lois Lowry, but always Webster's Dictionary.

Diane Ryczek *joined IDG Chairman* ***Pat McGovern*** *for dinner at the Ritz-Carlton in San Francisco in celebration of her 10 years of service to IDG.*

Five people, living or dead, you'd invite to a dinner party?
Ayn Rand, Sting, Joseph Pilates, Edward Abbey, Lu Yu (9th century tea master).

Last good deed
I gave up my window seat on the red-eye so a mother could sit next to her young son.

Your idea of a perfect day alone?
The day would start out with a cup of green tea. Sometime after breakfast, I would take a 5-plus mile hike in the wilderness. To end the day, I would have a hot bath followed by a home-cooked meal and a glass of wine (someone else would have done the cooking).

One possession you'd grab if your house were on fire?
The smoke alarm in the building that I live in just went off a few weeks ago at 1:30 a.m. You don't have much time to think, but it turned out that my cell phone was invaluable. Thank goodness it was a false alarm.

Favorite vacation spot?
It's a toss-up between Big Sur, Calif., and southwestern Utah. I know, they are completely opposite in just about every way...

Manager's profile
"Diane is an invaluable member of the finance/accounting team. She is truly a finance whiz, able to manage the complex accounting closes and forecasts for PC World, Macworld, InfoWorld and IDG Entertainment with ease. She also keeps her financial skills sharp by frequently attending continuing professional education seminars. I couldn't do my job without her."

— Vicki Peilen, senior VP, COO/CFO, PC World Communications

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Karen Fogerty *CXO Media*
Vito Mabrucco *IDC Canada*
Deb Stark *Financial Insights*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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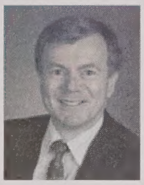
WWW.IDGCENTRAL.COM

2006: A look back at IDG global highlights

> *"Our business growth in China has exceeded 35% per year, and now, outside the U.S., China is IDG's largest country in terms of revenue and profit."*
>
> — Pat McGovern, chairman and founder, IDG

JANUARY



Colin Crawford, most recently VP/business development and operations for IDG, is named senior vice president/online for IDG Communications.

In the news:

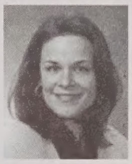
Microsoft agrees to license the source code for Windows server communications protocols in order to avoid being fined 2 million euros (US$2.43 million) a day by the European Commission.

Macworld Conference & Expo

It was iEverything at the 22nd Macworld Conference & Expo in San Francisco: iPods, Intel chips in iMac, iLife and, best of all to show organizer IDG World Expo, increases in conference attendees and exhibitors. Macworld magazine's strong presence included 20 "Macworld Live" sessions with editors and other experts.

For the fourth consecutive year, IDC China and CEO & CIO magazine co-host the China Top CIO Award program, which promotes the role of China's CIOs and recognizes their contributions to corporate and social achievements . The invitation-only event in Beijing attracted 250 CIOs, government officials and sponsors. Among the participants (l-r): ***Liu Xiangming****, publisher and editor-in-chief, China CEO & CIO;* ***D.H. Oh****, managing director, IDC North Asia;* ***John Gantz****, chief research officer, IDC;* ***Alan Hsieh****, managing director, IDC China and* ***Wilson Wan****, VP, IDC China.*

IDC's five Industry Insights companies host a series of free live webcasts to announce their top 10 predictions for 2006.



IDC Research VP **Mark Levitt** and Program VP/ Consumer & Broadband Markets **Danielle Levitas** receive IDC's most prestigious accolade for research quality: the James Peacock Memorial Award.

IDG Bulgaria celebrates 15 years in the local market with a special edition of Computerworld and a party for some 200 current and former employees and local IT industry executives.

10+ years

Josef Lohner, 27 • Donna Pomponi, 26 • Bernd Weeser-Krell, 24 • Renee Pierce, 24 • Franz Heber, 23 • Lee Doyle, 22 • Mark Winther, 22 • Donna Sparrow, 22 • Garzia Rovati, 22 • John Gantz, 21 • Rebecca Segal, 21 • Ruth Bell • Brad Thorpe, 20 • Jean Bozman, 19 • Veronique Arene, 19 • Christian Le Gall; 19 • Claudette Sears, 19 • Katalin Kopácsi, 18 • Deborah Vozikis, 18 • Michelle Criscenzo, 18 • Mary Wardley, 18 • Bob Brown, 18 • David Emberley, 17 • Gina Steinmann, 17 • Birte Matsen, 17 • Zsóka Egyed, 17 • Amy Hanania, 17 • Kenneth Fuller, 17 • Miriam Karlin, 17 • Per Andersen, 16 • Francis Mao, 16 • Imre Birkus, 16 • Marcel Warmerdam, 16 • Ingela Meerburg, 16 • Amanda Patrick, 16 • Lillian Richard, 16 • Seanna Maguire, 16 • Lisbeth Egeskov, 16 • Sylvie Merkling, 16 • Claudia Volk, 15 • Jennifer Schlee, 15 • Raimon Gort, 15 • Kazimierz Szot, 15 • Gary Koch, 15 • Petra Kubat, 15 • Ludget Schmitz, 14 • Ute Zirius, 14 • Barbara Kitzis, 13 • Eric Prothero, 13 • Jose Gonzalez, 13 • Malgorzata Chwaszczewska, 13 • Wieslaw Pawlowicz; 13 • Curtis Price, 13 • Randi Siegal, 13 • Laura Nurzynski, 13 • Shane Rau, 13 • Joe Mola, 12 • Edyta Bajorek, 12 • Gregory Morgan, 12 • Peter Jidesten, 12 • Cathy Garland, 12 • Gabrielle Wheeler, 12 • Andrea Kirchmeier, 12 • Fred Driessen, 12 • Jerzy Krupinski, 12 • Piyush Singh, 12 • Patricia Chisholm, 11 • Dennis Philbin, 11 • Andreas Helmiss, 11 • Harald Fragnar, 11 • Mats Lövgren, 11 • Mustafa Mustafa, 11 • Eric Owen, 11 • Nancy Taylor, 11 • Krzysztof Frydrychowicz, 11 • Krzysztof Pietrasik, 11 • Wojceich Raducha, 11 • Iwona Bartczak, 11 • Tomasz Janos, 11 • Jeannie Button, 11 • Lorena Vega, 11 • Natalia Vega, 11 • Richard Bailey, 11 • Yvonne Kappel, 11 • Robert Gleason, 11 • Frank Coelho, 10 • Christine Kohn-Meier, 10 • Sabine Prehl, 10 • Bruno Voelk, 10 • Claudia Pielen, 10 • Emanuela Cella, 10 • Anders Danielsson, 10 • Cecila Larsson, 10 • Sonja Wunsch, 10 • Johann Armand, 10 • Charlotte Kirketerp-Møler, 10 • Maciej Obuchowicz, 10 • Przemyslaw Gamdzyk, 10 • Cheryl Roy, 10 • Mary Steeves, 10

> *"We need to recognize that the smartest person in the room is everyone in the communities we serve, and we need to find ways to harness these resources."*
>
> *— Colin Crawford, SVP/ Online, IDG Communications*

Computerworld makes a significant commitment to the growth of its online business by refocusing its beat reporters to an online-first news reporting and analysis strategy. Under the new system, a reporter typically will submit a story to Online News Editor ***Ken Mingis*** *(seated at right), who edits it and posts it to the news feed. Mingis then works closely with News Editor* ***Craig Stedman*** *(sitting on desk) and Assistant News Editor* ***Mike Bucken*** *(standing, left) to identify and develop those stories throughout the week and determine which of them will appear in print. The trio also works closely with the various channel editors such as* ***Lucas Mearian*** *(standing, right), who is responsible for the storage channel. Online Editor-at-large* ***Marian Prokop*** *(second from left) helps edit the increased volume of online news stories.*

GOOD GEAR GUIDE™
www.goodgearguide.com.au

IDG Australia's new GoodGearGuide site introduces iMode, a mobile content platform that will, among other features, allow users to check product reviews while they are in retail stores.

(L-R): In Istanbul, Dunya Group of Companies Board Member ***Erdem Top****, IDG Chairman* ***Pat McGovern****, and Dunya IT Publications Manager* ***Engin Gedik*** *celebrate the launch of PC World, Macworld and GamePro. Dunya is one of Turkey's largest publishing companies.*

Responding to recent client demand to target CIOs with Spanish-language online advertising, IDG Spain launched an online-only version of CIO. The team includes (standing, l-r): Sales Manager ***Miguel Palomero****, Programmer* ***Francisco Nuñez****. (Seated, l-r): Web Manager* ***Manuel Pastor*** *and Programmer* ***Alfredo Illanas****.*

FEBRUARY

IDG sells its Bio-IT World Inc. media and events properties to Cambridge Healthtech Institute of Newton, Mass.

OSBC OPEN SOURCE BUSINESS CONFERENCE

IDG World Expo holds the fourth Open Source Business Conference in San Francisco, which draws 600 open source executives, venture capitalists, attorneys and other decision makers.

More than 1,350 attendees and 27 companies participate in the first Mexican edition of LinuxWorld Conference & Expo. E.J. Krause & Associates managed the event under a license agreement with IDG World Expo.

In the news:

Apple sells one-billionth song through iTunes.

Mac Publishing Editorial Director ***Jason Snell*** *joins more than 200 Macintosh aficionados who set sail from San Diego to the Mexican Riviera for an eight-day educational cruise produced by Mac Publishing and Geek Cruises of Palo Alto, Calif. Now in its fifth year, the MacMania Cruise sails twice a year and gives Mac users, both new and experienced, a chance to study with some of the industry's leading Mac experts.*

IDC expands its presence in Africa with a subsidiary in Morocco, which joins subsidiaries opened late last year in Nigeria and Kenya. A long-time partner office operates in South Africa.

10+ years

Patrick McGovern, 42 • Richard Priante, 31 • Karen Weston, 25 • Andreas Förth; 23 • Carl Marchi, 23 • Wes Nihei, 22 • Iris Clench, 22 • Paul Bonarrigo, 21 • Linda Gorgone, 20 • Deb Goldstein, 20 • Susan Collins, 19 • Paul Mercer, 19 • Penny Stevens, 19 • Nina Mattsoff, 19 • Olga Fernandez, 19 • Magdalena Zabala, 19 • Mark Sullivan, 19 • Chris Guio, 18 • Miklos Cocron, 18 • Clare Huang, 18 • Dan Sommer, 18 • Ana Judith Garcia, 18 • Eric Ochs, 18 • Carole Plana-Prigent, 18 • Gregg Pinsky, 18 • Laura Brady, 18 • John Pickett, 17 • Graham Penn, 17 • Lucy Chaudhuri, 17 • Patricia Smith, 16 • Jeff Oterson, 16 • Alvaro Morenes, 16 • Györgi Birkus, 16 • Cheryl Asselin, 16 • Monica Capuzzi, 16 • Ben Barbante, 16 • David Cobb, 15 • Harry McCracken, 14 • Susanne Arildsen, 14 • Jacqueline DiBianca, 14 • Bob Carrigan, 13 • Colin Crawford, 13 • Kevin Normandeau, 13 • Elana Varon, 13 • Kriemhilde Klippstätter, 13 • Lech Zdanowicz, 13 • Joan Kelliher, 13 • Diane Hacker, 13 • Doni Moore, 13 • Yukimi Chiba, 12 • Sue McIntosh, 12 • Wim Gijse, 12 • Maria Freir, 12 • Jennifer Koppy, 12 • Jason Snell, 12 • Lisa Nilsson, 12 • Jens Stark, 12 • Diane Ryczek, 11 • Stan Erhart, 11 • Paul Krill, 11 • Mark Hobson, 11 • Gina Rowles, 11 • Karin Myrén, 11 • Barbara Simon, 11 • Peter Cernik, 11 • Julie Boudreau, 11 • Julie Lynch, 11 • Natalie Eisner, 11 • Elinet Medina, 11 • Trino Ramos, 11 • Karen Fogerty, 10 • Chris Fell, 10 • Connie Kerwin, 10 • Christina Josefsson, 10 • Oscar Garcia, 10 • Jósef Muszyniski, 10 • Claudia Cavalleri, 10 • Siliva Santi, 10 • Carlos Chenel, 10 • Kathleen LaPorte; 10

DEMO Executive Producer Chris Shipley opens the event that serves as a launch pad for promising new products and services and identifies upcoming technology trends. More than 700 attendees came to the three-day event in Phoenix, which was organized by the Network World Events team.

GAMEPROTV
www.gameprotv.com

Launched last March, IDG Spain's GameProTv.com nears 200,000 unique visitors per month.

For the fourth year, IDG Germany's GamePro and GameStar properties co-produce the Game of the Year awards, considered the most prestigious in Germany's gaming industry. The ceremony has become a must-attend event for all the key players in what is the biggest gaming market in continental Europe.

IDC's Security Conference 2006
21-22 Febbraio 2006
IDC Milano Local event in Italian

Nearly 800 senior IT analysts, international security experts and IT security managers from major IT companies register for IDC Italy's fifth annual Security Conference in Milan.

CE-Business

IDG Germany's Channel Group launches a print, online and conference strategy aimed at serving the growing number of resellers serving the consumer electronics market.

***Doug Jaffe**, associate research director for Financial Insights Asia/Pacific, is the recipient of the 2005 Meridien Quality Research Award, which is given to the Financial Insights analyst who has made the most important research contributions during the year.*

Games.net Video Features

IDG Entertainment introduces Video Features, a lineup of original, in-house-produced video content that offers the company's take on games and the current gaming market. Six to 10 videos will be produced monthly.

MARCH

IT ROADMAP:
Boston
NEW ENGLAND'S OWN ANNUAL TECHNOLOGY CONFERENCE & EXPO

Network World launches an addition to its event lineup: the IT Roadmap Conference & Expo series. The first one-day conference in Boston focused on six of today's hottest technology topics as identified by the Network World audience.

PC World's Techlog wins a 2005 min's Best of the Web Award for Best Blog in the b2b category at a ceremony held March 15 in New York City.

In the news:

Microsoft unfolds Origami device at Cebit.

*CSO Senior Editor **Sarah Scalet**, Web Executive Editor **Janice Brand**, Managing Editor **Michael Goldberg**, Senior Editor **Scott Berinato** and Editor-in-chief **Derek Slater** hold the awards CXO Media won at the 52nd Jesse H. Neal National Business Awards event. Earning top honors were the editorial teams of CSO and CIO , with CSO winning best single article and best single issue and CIO.com winning for best Web site.*

10+ years

John Dix, 26 • Shirley Ingram, 25 • Fernando Moran, 24 • Cynthia Sparrow, 23 • Terry Lee, 21 • Christine Grelet-Cavalle, 20 • Richard Villars, 19 • Michele Kallin, 19 • Eleni Brisbois, 19 • Vibeke Whitehead, 18 • Martin Fältström, 17 • Fatima Ruiz, 17 • Evilee Ebb, 17 • Uschi Istavrinos, 17 • Judy Bonasoro, 17 • Alessandro Degli Occhi, 16 • István Bíró, 16 • Savine Terras, 16 • Grant Clothier, 16 • Ellen Messmer, 16 • John Kelley, 16 • Thomas Wilms, 16 • Susan Cardoza, 15 • Don Tennant, 15 • Krisztina Selmeczi, 15 • Reinhard Prasse, 15 • Anders Lotsson, 14 • Michalina Nowakowska, 14 • Tom Hoffman, 14 • Nancy Hannagan, 14 • Maggie Murphy, 14 • Michael Cooney, 14 • Elizabeth McPherson, 14 • Elga Legranzini, 14 • Robert White, 14 • Birgitte Rygaard, 14 • Helene Truffaut, 14 • Doug Casement, 13 • Klaus Breu, 13 • Naohito Kato, 13 • Marie Söderqvist, 13 • Lisa Golden, 13 • Kristi Cunningham, 13 • Steve Fox, 12 • Jai Vijayan, 12 • Gisela Wilson, 12 • Jens Stark, 12 • Peter Vermeulen, 12 • Stefan Kaczmarek, 12 • Márta Rácz, 11 • Fabrice Dalongeville, 11 • Andreas Bergsman, 11 • Antonette Cutone, 11 • Mike Weigand, 11 • Armando Lazo, 11 • Jacki McDonald, 11 • Damian Sicking, 11 • Leo Leger, 10 • Arezki Daoud, 10 • Thomas Norton, 10 • Tom Field, 10 • Ephraim Schwartz, 10 • Enrico Zambetta, 10 • Camilla Lindvall, 10 • Pia Ylinen, 10 • Eric Knorr, 10 • Thomas Cloer, 10

> *"Going forward, as we further develop our events, online and custom media offerings for readers and customers, we will undoubtedly look to our international compatriots to build collaborative, mutually valuable partnerships. "*
>
> — Michael Friedenberg, president & CEO, CXO Media

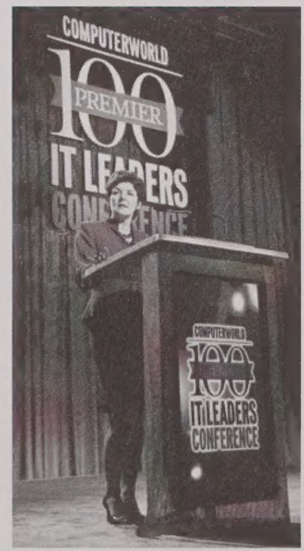
> *"InfoWorld is in a stronger position today than it has been in years. We have focused on growing our lead-generation business online and built a burgeoning events business, which didn't even exist one year ago."*
>
> — Bob Ostrow, president & publisher, InfoWorld Media Group

COMPUTERWOCHE TV
CeBIT-täglich – Nachrichten, Hintergründe, Interviews, Produkt-Highlights

IDG Business Verlag launches a 30-minute news-focused webcast during CeBIT, Computerwoche-TV. After the trade show ends, the webcast shifts to a weekly frequency and provides information on the latest developments in the IT industry in a 20-minute program.

Directions06
IDC
Analyze the Future

41st annual IDC Directions conference focuses on role of Brazil, Russia, India and China; combined audience of 2,200 people on U.S. East and West coasts hear from nearly 40 analysts.



Computerworld Executive Editor, Events ***Julia King*** *speaks to attendees at the seventh annual Premier 100 IT Leaders Conference. The Palm Desert, Calif., event drew more than 700 high-level senior IT and business executives and sold out its sponsorships for the second year in a row.*

Twenty-three managers from 16 business units participate in the IDG Management Excellence Program in Wellesley, Mass., a three-day program that aims to enhance attendees' management and leadership skills.

In honor of its 30th anniversary, IDG Brazil publishes a special issue of its flagship title, Computerworld, holds the PC World Innovators Award and delivers a custom-made cake to each of its employees and third-party contractors.

Recognizing the growing interest that small- and medium-size Japanese companies have in Indian outsourcing and IT companies, CIO Japan organized a trip in February for a dozen CIOs to get a first-hand look at the skills, services and infrastructure available in Banglaore, India. Outsourcing World Editor ***Raja Giridhar*** *(right) presents an overview of India's outsourcing industry to the visiting Japanese delegation.*

IDG Hungary celebrates its 15th anniversary with an evening of festivities for 100 top clients and media agency representatives.

Twenty-one IDC employees from 11 countries are selected for the 2006 Global Fellowship program, now in its 12th year. Among the participants: IDC U.S. Research Analyst ***Nora Freedman*** *(left) will be visiting IDC Benelux, while IDC U.S. Marketing Director* ***Dana Basilone*** *will travel to IDC U.K.*

IDC EMEA President ***Roberto Masiero*** *greets more than 1,000 representatives from Italy's private, government and academic sectors who convened at the Digital Innovation Forum. Organized by IDC Italy and government agencies, the event was part of a year-long effort to identify significant economic development opportunities for the country.*

IDG Brazil unveils a complete redesign of its nine-year-old IDG Now! Web site.

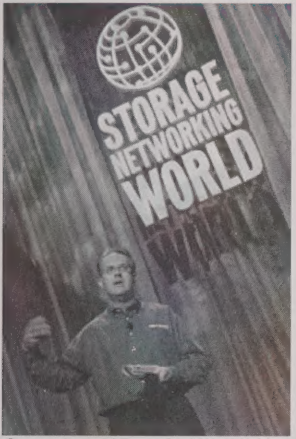
IDG Switzerland sells out its first Computerworld Conference on Voice over IP, which drew 188 IT and communication professionals from Swiss companies and public authorities.

IDG Sweden's PC World title, PC för Alla, launches a weekly five-to-10-minute TV show on its Web site featuring IDG journalists who discuss a news story or new technology. Recent guests on IT-Panelen were editors ***Petter Ahrnstedt****, PC för Alla;* ***Magnus Andersson****, MikroDatorn;* ***Pernilla Widén****, Nätverk & Kommunikation; and* ***Martin Appel****, PC för Alla.*

PC World augments its "Best Products of the Year" feature with videos, one explaining how the top 100 products were chosen and another on the 25 worst products ever.

Financial Insights COO ***Michon Schenck*** *welcomes attendees to the inaugural FinTech Asia in Bangkok. The conference attendees included more than 400 senior bankers and regulators from 10 countries who learned about the most pressing issues pertaining to the creation and implementation of an effective technology strategy in the financial services sector.*

APRIL



Computerworld Executive Vice President ***Ron Milton*** *presides over the spring edition of Storage Networking World in San Diego, Calif. The event was one of the largest ever with almost 3,000 registrants. Of those, more than 1,000 were IT end users, which represented a record in the history of the 14 SNW conferences produced in the U.S. since the 1999 launch.*

In the news:

Alcatel and Lucent agree to giant telco-equipment merger.

CXO
As TI são um investimento não são um custo

IDG's publishing partner in Portugal, Imediatic, launches CXO for mid- and high-level executives. The 106-page inaugural issue had a print run of 15,000 copies.

IDC Italy and IDG Italy co-organize the second annual CIO Conference in Milan, which had the theme "IT & Business Transformation: From Vision to Reality" and drew 450 CIOs and high-level IT professionals from Italian companies.

With an eye to reinventing its print publishing model and increasing reader revenue, IDG Entertainment launches an in-store auto-renewal subscription program with consumer electronics retailer Best Buy, a 780-store chain in the U.S.

Two IDGers appear in the 2006 Folio: 40, the publication's annual roundup of key influencers in the publishing industry. The honorees are IDG Communications Senior VP, Online **Colin Crawford**, named to Folio's list of "People to Watch," and InfoWorld Lead Analyst and Columnist **Jon Udell**, who appears in the "Under the Radar" listing, which recognizes individuals whose behind-the-scenes efforts have contributed to their companies' successes.

IDC Industry Insights Senior Client Services Representative ***Suzanne Newton*** *(l) and her mentor, Publishing Services Director* ***Cindy Derby****, are among the 140 IDC employees who have participated in the IDC Mentor Program over the past six years. The proram is designed to enhance collaboration and professional development among the company's U.S. workforce by facilitating one-on-one partnerships between employees with varying levels of seniority and differing areas of expertise.*

10+ years

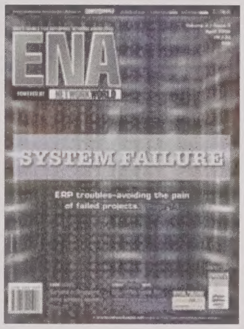
Penny Winn, 22 • Karen Wallace-Lincoln, 22 • Valerie Sanclemente, 22 • Robert Kanes, 21 • Mª Dolores Hermosell, 21 • Ramón Nacenta, 21 • Simone Fiedler, 20 • Norma Tamburrino, 20 • Carole Zozaya, 20 • Judit Fülöp, 20 • Magdalena Koch, 19 • Steve Tozeski, 19 • Rick Pastore, 18 • Michael Carroll, 18 • Crawford Del Prete, 18 • Gabriele Arioli, 18 • Peter Gruber, 18 • Kirk Campbell, 18 • Kirsten Højrup, 17 • Hans Koeniges, 16 • Ken Xie, 16 • Tony Picardi, 16 • Maria Rosa Rodriguez, 16 • Susanne Kirmaier, 16 • Andrea Piontek, 16 • Setsuro Tamai, 16 • Barbara Sullivan, 15 • Christoph Burkhart, 15 • Claudia Dudkin, 15 • Heidi Broadley, 15 • Jill Spooner, 15 • Krisztina Havadi, 14 • Ruth Sager, 14 • Christian Christiansen; 14 • Christopher Willard, 14 • Derek Slater, 14 • Ellen Fanning, 13 • Andre Angeles, 13 • Doreen Francy, 13 • Andrea Weinholz, 13 • Stephen Graham, 12 • Fredrik Angrén, 12 • Denise Haines, 12 • Brian Korengay, 11 • Lucy Docherty, 11 • Henry Morris, 11 • Martin Chau, 11 • Pamela Prince, 11 • Robert Gray, 11 • Thomas Copeland, 11 • Martina Reger-Voelzing, 11 • Lynn Wright, 11 • Naoyuki Sakai, 11 • Kim Giovanni, 11 • Christian Meyer, 11 • Madeleine Bonk, 11 • Sebastian Hirsch, 11 • Richard Robinson, 10 • Linda Quick, 10 • Susan Brown, 10 • Satoshi Yoshida, 10 • David Rodriguez, 10 • Petra Beck, 10 • Victor Falkteg, 10

techwords

IDG becomes the first IT media company to launch a keyword-based advertising auction platform across its network of U.S. enterprise Web sites. Using Quigo's AdSonar platform, IDG's TechWords program allows advertisers to bid on keywords as well as placement within six IDG sites for the enterprise, IT security and Java communities.

BigTwin
NY
ALLT OM AVGASSYSTEM
NYA SPORTSTER ETT STORT LYFT
STREET GUIDE
100% HARLEY
V-ROD DESTROYER
FÖRSTA REPAN I SVERIGE
BIGTWIN VAR MEDI

IDG Sweden launches Big Twin, a publication and Web site targeted to casual Harley-Davidson motorcycle riders.



IDG's publishing partner in Hong Kong, Questex Asia, relaunched its APAC networking title, Enterprise Networks Asia, as ENA Powered By Network World. The company plans to rebrand the title as Network World Asia on or before early '07.

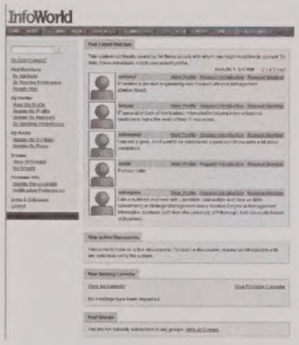
Virtualization, grid computing and mobility were key themes at the LinuxWorld Conference & Expo in Boston, the industry's largest Linux and open-source gathering. Now in its eighth year, the event drew more than 150 exhibitors and approximately 6,000 visitors.

> *"A recent Computerworld research study confirmed that IT influencers are most likely to register for white papers and webcasts when they appear in contextually relevant areas on an IT Web site. Moving ahead, we see clients becoming more interested in the source of their leads and how that results in higher quality."*
>
> *— Matthew Sweeney, president, publisher and CEO, Computerworld*

> *"We [IDG Communications U.S. business units] are making great progress in transforming our business. Revenue is up for the first time in years, due to the fact that we are bringing in more revenue from online and events than we are losing in print."*
>
> — Bob Carrigan, president, IDG Communications

BEST PLACES TO WORK
Boston Business Journal
2006

For the second consecutive year, IDG has been named to the Boston Business Journal's annual Best Places to Work listing. The award recognizes companies in the greater Boston area that have created positive work environments that attract and retain employees.



InfoWorld launches IT ExecConnect, a free service that allows IT executives to connect and communicate with their peers, product and systems experts and the InfoWorld staff.

IDG Norway Manager of Online Technical Development ***Ulf Helland*** *(left) and IDG Norway Editor-in-chief Online* ***Morten Kristiansen*** *take notes at the IDG European Online Meeting in Munich. Close to 100 employees from across Europe as well as the U.S., Canada and Australia shared their experiences on many facets of the online business and explored how they can work more collaboratively.*

(L-r): InfoWorld CTO ***Derek Butcher*** *and IDC Group VP Software* ***Stephen Graham*** *talk with Computerworld Executive VP* ***Ron Milton*** *after his presentation at the IDG Global Media Institute. This year 22 senior managers from 18 IDG business units in five countries came to Cambridge, Mass., for a week to develop a deeper awareness of the strategic issues and leadership challenges facing IDG, more sensitivity to the importance of IDG's culture, stronger professional relationships with their peers and enhanced management and leadership skills.*

At the Western Publications Association's 55th annual Maggie Awards banquet, Macworld is named the best computer magazine in the consumer category, and its "Total Tiger" special issue earns top honors for best special theme issue in the consumer category. InfoWorld.com earns Best Publication Web site/Trade and InfoWorld collects Best Regularly Featured Web Column/Trade for Enterprise Windows by **Oliver Rist**.

MAY

PC WORLD
20 lat

PC World Komputer, Poland's oldest and best-read computer magazine, celebrates its 20th anniversary with a 212-page issue, enhanced cover mounts, new subscription programs and a contest featuring hundreds of valuable prizes — including a new car.

IDG Communications President **Bob Carrigan** is one of eight publishing executives to be inducted into min's (media industry newsletter) Sales Hall of Fame in New York.

In the news:

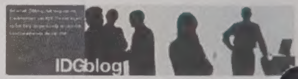
AMD breaks Intel's hold on Dell as Texas company plans Opteron servers.

change artists

Network World President and Editorial Director ***John Gallant*** *hosts the first of five webcasts in the Change Artists campaign, a cross-IDG-business-unit marketing project co-broadcast by IDG and CNN for Hewlett-Packard Co. The first 30-minute webcast drew more than 1,200 live viewers, and generated over 4,500 leads for HP.*

Computerworld.com has not only a new design but a rearchitected structure featuring a sophisticated content management system and a revamped search engine that makes the site much more contextual and more flexible for all types of content, including editorial, vendor and community content.

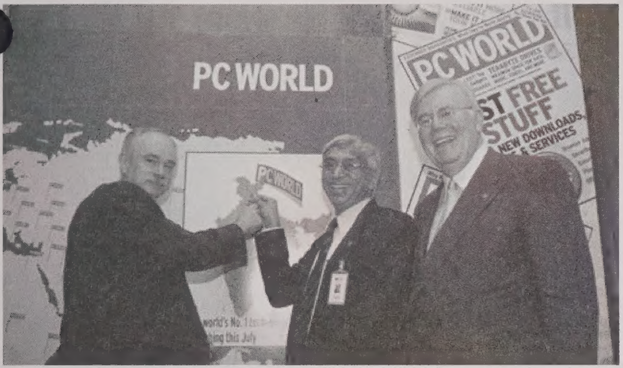
CSO magazine Editor-in-chief **Derek Slater** is named a "Top Innovator" by BtoB's Media Business Magazine.



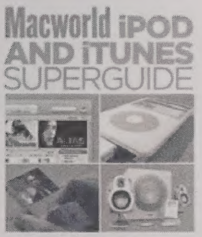
IDG Netherlands becomes the first Dutch company to create a corporate blog. All employees are free to post as long at the posts connect to IDG or its lines of business.

10+ years

Bob Wescott, 28 • Christian Mahler, 26 • Dorothy Adams, 23 • Michelle Reyes, 23 • Marc Guillaumot; 21 • Diane LaLumiere; 21 • Don Best, 21 • Bob Ostrow, 20 • Mary Musgrave, 19 • Michael Deutsch, 19 • Steve Lennox, 19 • Judy Schultz, 18 • Anthoula Andrisani, 18 • Vicki Peilen, 18 • Bruce Buckman, 18 • Basilio Rodriguez, 17 • Brian Clarke, 17 • Eric Cormier, 17 • Margaret McAvenia, 16 • Philippe de Marcillac, 16 • Mandy Tse-Wong, 16 • Adele Lee, 16 • Mandie Johnson, 15 • Agnes Héjjas, 15 • Angelique Bizouarn, 15 • Sandrine Hé-Garcia, 15 • Claus Egge, 15 • Paula DeMeo, 15 • Megumi Okamoto, 15 • Trace Wetherford, 15 • Randy Ross, 15 • Kimberly Brinson, 14 • York von Heimburg, 14 • Kira Pointer, 14 • Nancy Jonathans, 14 • Jean Dellarobba, 14 • Masato Tsuchiya, 14 •Zdena Vratislavova, 13 • Malgorzata Brudniak, 13 • Julia King, 12 • Maria Nieves Santana,12 • Elisabeth Rainge, 12 • Jim Sullivan, 12 • Karen Smalarz, 11 • Urs Flückiger, 11• Jeroen den Haan, 11 • Lisa Radler, 11 • Wolfgang Leierseder, 11 • Klaus Krabbe, 11 • Tatiana Engurasoff, 11 • Dorothy Allen, 11 • Nancy Koral, 11 • Wolfgang Leierseder, 11 • Christine Rudalevige, 11 • Jillian Jones, 11 • Michael Goldberg, 11 • Georges Pretat, 10 • Cornelia Neft, 10 • James Wescott, 10 • Julie Ross, 10 • Daniel de Blas, 10 • Adam Jadczak, 10 • Mari Keefe, 10 • Albie Minkovitz, 10 • Shelley Aronson, 10 • Ann Hall, 10 • Julie Kaufman, 10 • Jim Westcott, 10 • Tom Wailgum, 10 • Kate Ward, 10 • Steve Spingola, 10 • Kit Gould, 10



On the eve of PC World's debut in the Indian market next month, IDG Chairman ***Pat McGovern*** *(right) and IDG International Publishing Services CEO* ***David Hill*** *(left) visit IDG's Bangalore-based office to participate in a series of events with IDG India President* ***Bringi Dev*** *(center) designed to build interest in the new publication as well as strengthen the visibility of the IDG brand.*



Macworld magazine launches The Macworld iPod and iTunes Superguide, the second in a series of instructional e-books that represent its first serious attempt to generate online revenue from readers, this time looking to capitalize on the enormous popularity of Apple's iPod MP3 player and iTunes music store.

Senior Analyst ***Vinay Nair*** *speaks at IDC United Arab Emirates/Middle East's first IT Security Conference series, held in the United Arab Emirates, Kuwait, Qatar, Bahrain and Saudi Arabia. More than 1,200 attendees and 16 corporate sponsors participated.*

Computerworld U.S. publishes its 2,000th issue.

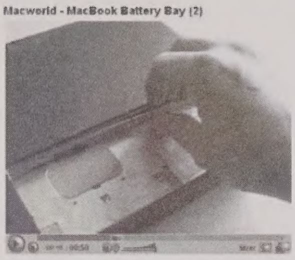
GAMEPRO
WHERE GAMERS GO FIRST .COM

IDG Entertainment unveils a redesign of its 10-year-old gamepro.com site that offers users improved navigation, enhanced community-building features and more gaming resources. The site went live at the Electronic Entertainment Expo in Los Angeles.

IDC India becomes IDC's first agency to earn the quality designation as a ISO 9001:2000 company.

Hong Kong's premier IT awards
COMPUTERWORLD AWARDS '06

The CW Hong Kong Awards ceremony draws Hong Kong's leading IT vendors, industry figures and analysts who vied for the magazine's 40 trophies for technical excellence. (L-R): ***Chee Sing Chan****, editor;* ***Connie Yip****, sales manager;* ***Phoebe Ng****, Web manager/sales coordinator;* ***Katherine Kwok****, business manager;* ***Eunice Chan****, assistant accounting manager;* ***Howard Ma****, associate publisher;* ***Stefan Hammond****, assistant editor;* ***Sheila Lam****, senior reporter;* ***Basmah Lok****, marketing and Web manager;* ***Angela Cheng****, administrative assistant;* ***Danny Lam****, administrative assistant; and* ***Eric Lam****, art director.*



Macworld editors use popular video-sharing site YouTube to post video explaining one of the new MacBook's most interesting features, garnering 165,000 page views.

B@toB
THE MAGAZINE FOR MARKETING STRATEGISTS

CIO, Computerworld and InfoWorld are included in BtoB magazine's annual Media Power 50 list, a ranking of the top 50 business-to-business media venues in 2005.

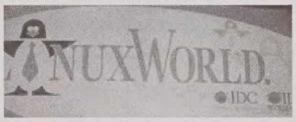
Energy Insights, one of five IDC Insights companies, acquires the Market Intelligence Division of EPRI Solutions in Boulder, Colo. Energy Insights is now one of the largest U.S. research and advisory firms supporting the energy and utilities marketplace.

central IT
Whitepaper / Case-Studies / Webcasts

IDG Germany introduces Central-IT, a repository of vendor-supplied white papers, webcasts, case studies and product information organized in nine fully searchable topic channels fully integrated with IDG Germany's online network.

SOA InfoWorld
ExecutiveForum

InfoWorld stages its sixth edition of the SOA Executive Forum, now widely regarded as the industry's premier event for service-oriented architecture.



Substantial involvement by open source associations and end-user organizations are major factors in the success of the first LinuxWorldSummit in Italy, organized by IDC Italy and IDG World Expo.

More than 300 senior publishing executives and corporate marketing professionals come to IDG World Expo's third Syndicate event in New York City to learn about the latest trends in online media and content syndication.

techworld

IDG Netherlands launches Techworld as a resource for systems administrators in large and small- to medium-size enterprises that provides specialized technical news and a sense of community.

> *"IDC is keeping up with the new media world while sticking to our core mission of providing high value, quality content for focused audiences."*
> — Kirk Campbell, president & CEO, IDC

JUNE

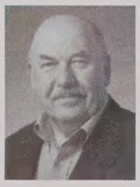
> *"We have always and will always produce world-class products and programs in any medium that helps our customers achieve their goals."*
>
> *— Evilee Ebb, CEO & publisher, Network World*

Bulgarian publishing group Economedia purchases IDG Bulgaria and will continue to publish Computerworld, PC World, Network World, Digital World and CIO titles under license from IDG.

IDC IT FORUM & EXPO
IT-enabled Business Transformation: From Vision to Reality
IDC

IDC Chief Research Officer ***John Gantz*** *presents a keynote address at the inaugural IDC IT Forum & Expo in Boston, the company's first major U.S. conference for the IT end-user community. More than 800 C-level executives and VP/director-level IT managers attend.*

According to the twice-yearly 2006 Intelliquest CIMS Business Influencer Study, CIO, Computerworld, InfoWorld, Macworld, Network World and PC World reach a total of 4.5 million IT business decision makers — 3 million more than CMP Media and 1.4 million more than Ziff Davis.



IT World Canada Editorial Director **John Pickett** receives Canada's most prestigious editorial award: the Harvey Southam Career Achievement Award given by the Canadian Business Press.

CIO Germany launches second in series of vertical sections on its Web site. Retail IT joins Healthcare IT, which launched in April.

For 18 consecutive years, the Computerworld Honors Program has recognized the most innovative organizations and people who use technology to promote positive social, economic and educational change. More than 227 Laureates — out of 1,000 projects nominated — are honored in Washington, D.C., and later that evening the 10 outstanding winners are announced at a formal gala.

In the news:

Bill Gates discloses plans to become full-time philanthropist in 2008.

Computerworld Norway staff launches quarterly gadget title CW Sparetime.

Network World celebrates 20 years with more than 200 employees and guests on a Boston Harbor cruise. (L-R): Executive VP/Associate Publisher ***Carol Lasker****, Sales Operations Manager* ***Jane Weissman****, Online Account Manager* ***Deb Lovell*** *and Editor-in-chief* ***John Dix****.*

Computerworld holds online sales boot camps to build online fluency among all CW sales teams.

IDG News Service offers video content on its site.

The European Media Management Institute, held in Warsaw, helps employees gain a fuller understanding of IDG's business from a functional and operational perspective.

IDG Communications and IDC team up for day-long Marketing Summit for customers in Boston to explore key issues facing today's marketers.

IDC Bulgaria partners with SNIA Europe for its first IT event, which focused on the development of storage solutions.

GameStar Germany welcomes readers for fun, games and focus group sessions at its third annual open house.

In a move to further enhance the efficiencies between the two business units, PC World President & CEO **Jeff Edman** now holds the same title at Mac Publishing and VP/Publisher PCWorld.com **Michael Carroll** has lead sales responsibility for Mac Publishing's suite of online products.

PC World Latin America introduces an updated and modernized version of the publication's Web site.

10+ years

Debra Sobin, 28 • Matt Smith, 26 • Robin Robison, 26 • Debbie Waters, 24 • Derek Hulitzky, 23 • Mitch Betts, 22 • Rick Buroni, 22 • Francisco Zabala, 21 • Rudolf Schuster, 21 • Walter Kainz, 21 • Martin Hingley, 20 • John Robison, 20 • Pim Bilderbeek, 20 • Jim Falanga, 20 • Susanne Kratoschka, 19 • Gary Anthes, 19 • Norman Noble, 19 • Gaby Kirschbaum, 19 • Irmtrud Schaefer, 19 • Rex Farrance, 19 • Andrew Sambrook, 18 • Janet King, 17 • Francisco Sanchez, 17 • Philippe Rose, 16 • Bea Horváth, 16 • Ilona Rodriguez, 16 • Noboru Masuda, 15 • Maurizio Lazzaretti, 15 • Glenna Fasold, 15 • Karen Mulligan, 14 • Agnieszka Cybulska, 14 • Marlene Buschbeck-Idlachemi, 14 • Stephen Lawson, 14 • Mark Levitt, 13 • Michael Riis, 13 • Aranzazu Garcia, 12 • Stephen Compton, 12 • Sheila O'Brien, 12 • MaryKay McIntire, 12 • José Ralphe Manzoni Jr., 12 • Tony Olvet, 11 • Danielle Nadeau, 11 • Michael Hall, 11 • Christopher Greene, 11 • Mans Klocker, 11 • Jeroen de Jager, 11 • Monica Sambataro, 11 • Emmie Hung Clark, 11 • Simon Jary, 11 • Caryn Bousquet, 11 • Peter Tripodi, 10 • Thomas Davis, 10 • Steve Traynor, 10 • Manuela Mancosu, 10 • Sandrine Gissinger, 10 • Daniel Rougier, 10

December 25, 2006

Technology Reporter (CW)

Computerworld is seeking a Senior Writer to cover corporate IT news for its award-winning Web site (www.computerworld.com) and print newsweekly. We're looking for a newshound who can write lively copy. Experience covering data storage or data centers is preferred. This is a senior reporting position focused on producing news stories for Computerworld.com and the print newsweekly edition of Computerworld (U.S.). The individual in this position will report to the News Editor or Assistant News Editor. The successful candidate will be highly skilled in reporting and writing, with a demonstrated ability to work quickly, write multiple Web news items each day and break news stories for an enterprise IT audience. The writer will be able to update and polish the best stories for use in the print newsweekly. Experience covering data storage or data centers is preferred. This person must have at least 5 years of reporting experience in the computer industry, with demonstrated excellence in reporting and writing, and a solid understanding of the needs of IT readers. Also essential is a demonstrated ability to meet deadlines, work productively under pressure and communicate professionally with editors and colleagues. The job includes regular travel to user sites and industry conferences. ***Location: West Coast***

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Director, Market Intelligence (ICS)

IDG Corporate Sales is hiring a Director of Market Intelligence to provide analysis and forecasting of the IT Market. This position will assist the VPs of Business Development in the sales process. Responsibilities will include: analyzing existing research, aggregating research and developing reports and PowerPoint presentations; responding to client inquiries; and contributing to the sales process by presenting research trends to IDG's key clients (e.g., Intel, IBM). This is a growth opportunity that will expose the candidate to the hottest aspects of e-business, telecom, hardware and software research. Qualified candidates will possess excellent presentation skills, strong writing and analysis capabilities, client relationship development skills, strong interest in IT trends and markets, and a chance to participate in the sales process. Requirements: BA/BS, and 5+ years of industry/related experience.

Location: Framingham, MA

Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Consulting Manager, Infrastructure Software Consulting (IDC)

IDC US Consulting is an increasingly important division of IDC. The Infrastructure Software Consulting Group is seeking a Consulting Manager to become part of a fast-growing team, focusing on project management and marketing. This position affords an excellent opportunity to interact with leading-edge clients and to develop core consulting and marketing skills. The consulting manager will be an integral part of the client engagement team, with a focus on project management. He or she will contribute to lead generation, the proposal process, and client project management. The work will be detailed and requires the ability to keep projects organized and on track. The Consulting Manager will have contact with IT vendors, IDC Consultants, and IDC Research Analysts on a global level. In addition, the individual will participate in marketing initiatives for the Infrastructure Software Consulting Group. Knowledge of the IT industry and research-based consulting is desirable, but not requisite. Certification in project management desirable. An MBA degree with marketing background preferred. Some travel required. The team is seeking an individual with a "can do" attitude who enjoys working collaboratively. The individual must be highly organized. Creativity in marketing a plus. We are seeking individuals with strong project management skills. Experience in project management tools, methodologies, and frameworks such as Microsoft Project and/or Excel spreadsheets and Excel pivot tables is essential. Four or more years professional experience desired, with a minimum of two years related to consulting and project management. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Consulting Manager, Vertical Markets (IDC)

IDC's U.S. Vertical Markets Consulting practice is responsible for developing and conducting market research and consulting assignments focused on technology needs, demand and opportunity by industry, including manufacturing, healthcare, government, retail and financial services. We are currently seeking a Consulting Manager to help develop and drive IDC's consulting practice. The Consulting Manager will be a member of IDC's Consulting team and IDC's Vertical Markets Research group. This position involves developing consulting business, leading and managing projects, and identifying and executing against process improvements. The Consulting Manager will partner with IDC industry analysts, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT vendors and end user enterprises. The Consulting Manager will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to

strategy and operations of overall IDC Vertical Markets Consulting business. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The individual should have 4+ years of professional experience with a focus on client development, solution creation with senior level executives, project management and execution, analysis and writing abilities along with strong public presentation and communication skills. Experience working in an entrepreneurial environment and knowledge of the IT and one or more vertical industries is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. A bachelor's degree is required and a master's degree is preferred.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director or VP, Business Networking Services (IDC)
IDC's Telecommunications team is seeking a global research leader for a business and technology development position covering business network services. This requires proficiency with features, functions, pricing and supply of next generation technologies: MPLS, Ethernet (metro and long haul), optical services, as well as traditional technologies: frame, ATM, private line. This analyst must have experience advising carriers and technology suppliers on emerging technologies and enterprise adoptions. Other areas of relevance include business voice services, VOIP, security, remote access, and wholesale telecommunications markets. Responsibilities include being the product champion for business network services analysis and consulting. This includes: business development, identifying and pitching prospects with sales teams; providing forward-looking trends on revenue growth and market drivers; leading the creation of quantitative market models and market shares; responsibility for conducting surveys of both end-users and service providers - including IDC's branded annual WAN Manger Survey. This position requires the ability to articulate and present benefits and value propositions around next generation network technologies to audiences of service providers, technology suppliers, enterprise users, and the investment community. This position requires a bachelor's degree, with 10 + years of experience analyzing companies and trends in the IT/Networking segment. Good writing skills and the ability to interpret company financial data and manage quantitative databases are essential. The candidate must be confident and have good interpersonal skills, with the ability to interact with product managers, CIOs, and CEOs. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Manager, Document Solutions (IDC)
IDC is actively building the premier market research, intelligence and consultancy practice in the Document Management space. We are seeking a Research Manager to help develop and drive this practice by developing, conducting and executing business-process document management market research; providing trending and outlook analysis; and leading strategic consulting assignments focused on companies selling solutions and services into document-intensive vertical industries. The Research Manager will be a key member of the Document Solutions research team. This position involves primary research with regards to the role of document management in key business processes. This individual will assist in developing and executing a research agenda in support of our clients' solutions and services efforts, assess leading indicators and best practices within document management. Responsibilities include scoping projects, defining methodology and completing consulting projects of varying length and complexity against pre-defined deadlines. The position is also responsible for responding to inquiries from clients, investors, and the press. We are seeking professionals with backgrounds in document or content management - specifically who understand document-intensive business processes, their variation by vertical industry and by corporate function, how customers make decisions to transform these processes for greater effectiveness and efficiency, and the partners with which they consult and implement solutions. This professional will also have experience in business development, analysis, and project management. The individual should have at least 6 years of professional experience in document or content management either at a vendor or at a customer, and have experience in client relationship development, solution creation with senior level executives, project management and execution, and possess strong writing, public presentation and communication skills. Familiarity with qualitative and quantitative research methodologies is needed. Candidates who posses a MBA are preferred. This position is based in IDC's Framingham, MA office, with approximately 25% travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Representative-Enterprise Financial Accounts (IDC)
IDC's Enterprise Financial Accounts Sales team is seeking a Sales Representative who will focus on new business initiatives within the IDC's financial accounts. The ideal candidate will play a key role working on business operations and sales activities to keep the sales force focused and moving forward with these new business initiatives. This position will report to the VP, Enterprise Financial Accounts. As a member of a collaborative team, the Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as

building strong relationships with individuals across IDC. The Sales Representative will be expected to drive revenue into new and existing VC accounts, as well as within the IT groups of our existing financial accounts. The primary responsibilities of this position will include: working on sales campaigns, cold calling new accounts, selling additional IDC services into existing accounts, and educating prospects on IDC's value proposition. The individual will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. Requirements for the position include 2-5 years of sales and marketing development experience. Excellent customer service skills are essential. Strong telephone cold calling experience is preferred. The ideal candidate will be motivated, assertive, and collaborative, as well as highly organized and a quick-thinker. Familiarity with the financial industry a plus; Prior market research sales experience is helpful, but not required. This position will be based out of Framingham, Ma and will require approximately 10% travel. ***Location: Framingham, MA***
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Account Executive (IDC)

IDC's Software Business Strategies Group is seeking a Sr. Account Executive who will focus on selling IDC's research products to industry vendor clients. This position will report to the Director of Business Development, Software Business Strategies (SBS). As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. The individual will be responsible for understanding and positioning the products and services developed by the Software Business Strategies group to enterprise, industry and sector level clients in the defined territory. As a part of this process, the individual will need to establish and maintain relationships with key individuals within these organizations in the areas of channels and alliance management, ISV and developer programs, software licensing, software as a service, open source, product management and market intelligence. Our clients seek SBS guidance in the areas of market strategy, market planning, and market management. The candidate will be an integral part of the SBS team and will work with the analysts within SBS and the assigned IDC Account Managers to market Software Business Strategies products, showcase our research and ensure that our customers receive full value in their business for the products and services they have purchased in a manner consistent with the company's overall strategy. Requirements for the position include 3-6 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with IT and software industry a plus. The ideal candidate will be motivated, pro active, responsive and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelors Degree (or equivalent) is required. The preferred location(s) for this position is out of either Irvine, CA, San Mateo, CA, or Framingham, MA, and will require approximately 10% travel. ***Location: Framingham, MA,*** **Irvine CA, San Mateo CA**
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Senior Research Analyst, Small/Medium Business/Home Office (IDC)

IDC's SMB and Home Office research practices examine the changing use of advanced technology in key customer segments. We are seeking a Senior Research Analyst to support a diverse group of clients: the largest computer hardware and software firms, voice and data service providers, wireless and networking technology firms, as well as applications specialists, from ERP and accounting to security and CRM. Client and prospect companies range from startups to major multinational technology providers. Responsibilities will include: Preparing survey research and analysis of results; Writing research reports and bulletins which describe changing technology acquisition/use and identify opportunity areas for clients; Providing inquiry support for clients across technology areas. A consumer and demand side orientation make this position ideal for the technology generalist who can evaluate the strategic opportunities associated with changing customer needs. The ability to integrate survey research, channel understanding, and market sizing skills are at the heart of this position. Exceptional writing, presentation, and thinking skills are essential, along with the PC skills (MS Excel and Word, specifically) to prepare research for clients. MBA a plus, but creativity, flexibility, and collaborative spirit will be even more important to the successful candidate. A history of strong academic and professional performance would be in keeping with the type of person well-suited for this position. Three-five years of industry experience is preferred but not required. This position is based in IDC's Framingham, MA office with limited travel to start. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Coordinator (IFW)

InfoWorld Media Group is seeking a Marketing Coordinator to help champion the marketing, PR and promotions efforts for InfoWorld's print magazine, website and Events departments. S/he will have primary responsibility for developing sales tools; writing copy; managing various promotional programs, including direct email campaigns; comfortable

working with outside designers; assisting with marketing programs for our advertisers, including lead generation and market research; managing incoming/outgoing correspondence for the Marketing department, including barters and award programs; act as the Marketing liaison with internal departments. Qualified candidates must be comfortable juggling multiple tasks and deadlines and be able to work under pressure with tight deadlines. Please be self-motivated, an independent thinker, detail oriented and have excellent written/verbal communications skills as well as editing/proof-reading skills. Solid experience with MS Office Suite is required, with some knowledge of Adobe InDesign and Photoshop. Basic understanding of media sales, with 2 years experience at an advertising agency or media company would be ideal. Please send your cover letter, resume and salary requirements to jobopps@idg.com and reference "Marketing Coordinator" in the subject line. ***Location: San Francisco, MA***
Contact: Job Opportunities, Email: jobopps@idg.com

Senior Web Designer (IFW)

InfoWorld is seeking a Senior Web Designer to play a key role requiring a blend of highly developed technical and project management skills. Responsibilities include: design and deliver the front-end UI for new product offerings; day-to-day maintenance of existing product offerings; help develop site strategy as it relates to design, front-end architecture, and user experience; inform design projects with a solid understanding of information architecture concepts and deep content maps; work closely with Tech Team and Lead Engineers to ensure that products are delivered on time; assist in defining strategy for audience development and brand; and help shape revenue model for online products. Required skills include a deep knowledge of HTML/CSS/Javascript, the ability to cleanly implement a UI across different browsers, extensive experience with Photoshop, Illustrator or code-based text editor, and strong Macromedia Flash skills. Candidates must also have some ActionScripting experience, preferably as it relates to enterprise-level video deployment, and experience with using Web analytics to inform audience development strategies and usability needs. Previous experience in an online business is essential, as is the desire to work and lead in a dynamic and team-oriented environment. Please have a BFA or MFA in digital media/graphic design or equivalent experience. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

IDG

Current Jobs, Week of December 25, 2006

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Community Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Technology Reporter	West Coast	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Event Marketing and Programs Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Admin	Online Office Coordinator	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Conf	Marketing/Client Relations Associate	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Staff Writer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	IS	Associate User Support Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Sr. Web System Administrator/ Web Infrastructure Manager	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Research	Editorial and Marketing Research Analyst	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
IDG Corporate Sales						
	Sales	Director, Market Intelligence	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Sales Operations Manager	Framingham MA or San Fr	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Online	Audience Development Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Sales	Sales Manager, Midwest	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
IDG Global Solutions						
IDG Research						
	Research	IT Market Analyst	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
	Marketing	Marketing Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Tech	Senior Web Designer	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
PC World						
	HR	HR Assistant/Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Online	Online Advertising Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Operations	Events Operations Coodinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Admin	Administrative Assistant	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Project Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Software Alliance Leadership Council	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Storage Pricing	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4650
	Research	Research Analyst, Worldwide Tracker Group	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director or VP, Business Networking Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4267
	Research	Research Director, Digital Marketplace and Collaborative Co	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Document Solutions	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Mechanisms	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Sourcing and Supply Chain Managem	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4100
	Sales	Client Service Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Inside Sales Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive	Framingham MA, Irvine C/	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Project Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Design Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Web Designer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						
	Research	Research Manager, Capital Markets	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC- Enery Insights						
	Research	Research Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, senior vice president, corporate taxes; and Alana Dros, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by January 9, 2007.
Please use form on reverse side.

IDG Corporate Boviard
STAR AWARD
Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ____

Title: ____

Department: ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

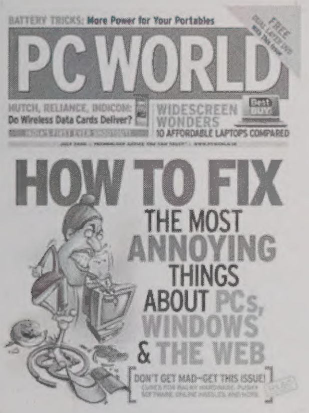
3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ____________________________________ Date: __________

Title: ____

ALL nominations must be submitted by Jan. 9, 2007. Send nominations to Kathy Toffoloni, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

JULY


PC WORLD
HOW TO FIX THE MOST ANNOYING THINGS ABOUT PCs, WINDOWS & THE WEB
WIDESCREEN WONDERS

IDG India launches PC World India. With a cover price of just Rs 60 (US$1.30) the monthly publication is the lowest priced magazine in its category in India.

IT World Canada salary survey drives traffic, sponsorship money report sales and speaking invitations. The survey, with its online salary calculator, is the single biggest traffic driver IT World Canada has ever had, according to President & COO **Andy White.**

Hammond

Computerworld Hong Kong Assistant Editor **Stefan Hammond** wins Best Business Technology Journalist award.

CP etraining
ComputerPartner

IDG Germany's ComputerPartner launches Web-based training area that lets vendors educate resellers and other channel professionals about their products while generating a new revenue stream for IDG Business Verlag.

PCWORLD
ERP para pequenas empresas

IDG Brazil's sponsored downloadable "mooks" educate small-business employees while providing sales leads for clients. More than 500 readers downloaded the small-business mook in its first three days online.

PCWorld.com's first major redesign since 2000 puts the emphasis on community. The new site is optimized for news, blogs, user content, audio and video files.

ASBPE
American Society of Business Publication Editors

Six IDG publications take home a total of 42 awards — including two for Magazine of the Year — at the 28th annual Azbee Awards of Excellence sponsored by the American Society of Business Publication Editors. Design Director ***Stephanie Faucher*** *and Editor-in-chief* ***Don Tennant*** *traveled to Chicago to accept the Magazine of the Year award on behalf of the Computerworld team. CSO was the other Magazine of the Year winner.*

With IDC's global conference business growing more than 20% a year and average profit margins reaching 40%, more than 70 IDC conference managers from 30 countries convene in Barcelona, Spain, to share experiences and turn success stories into widespread best practices.

In the news:

Microsoft unveils plan for Zune, its iPod rival.

Computerworld publishes results of its first "Vital Signs" quarterly online readership survey. The project serves to keep CW abreast of changes in its readers' top areas of interest and generates feedback from readers on a specific topic.

IDG's publishing partner in the United Arab Emirates, CPI, holds the first Service Oriented Architecture Forum in Dubai. Employees who planned the forum included: Database Manager ***Miti Agrawal****, Business Development Manager* ***Alex Sheikh****, Managing Editor IT Publications* ***Kavitha Rajasekhar Vivek****, Sales and Marketing Director* ***Amit Pateria****, Network World Middle East Editor* ***Jeevan Thankappan*** *and Reseller World Middle East Editor* ***Nancy Sudheer****.*

10+ years

Therese Bergstrom, 30 • Barbara Adamson, 23 • Susan Searle, 22 • Keith Arnot, 21 • Craig Stedman, 21 • Wally Clegg, 20 • Karin Quack, 20 • Ken Hoyt, 20 • Ralph Finos, 20 • Anne-Lise Wang, 19 • Judy Callahan, 18 • Lyn See, 18 • Caroline Craig, 18 • Harald Brechtl, 18 • Kim Schuberthan, 18 • Jeff Berlin, 17 • Jan-Bernd Meyer, 17 • Hans Simon, 17 • Julio Vial, 16 • Petra Hermann, 16 • Scott McLarnon, 16 • Abbie Lundberg, 16 • Carin Stahl, 16 • Carel Schrama, 15 • Enrico Lotti, 15 • Ornella Fusina, 15 • Chris Keall, 15 • Kenneth Bäckström, 15 • David Francis, 14 • Debra Becker, 14 • Randy Perry, 14 • Maud Sarde, 13 • Quan Zhou, 13 • Thomas Winter, 12 • Marlene Lipp, 12 • Loren Loverde, 12 • Douglas Chandler, 12 • Peter Mayer, 12 • Cheryl Giangregorio, 11 • Lorraine Rivell, 11 • Paul Overhiser, 11 • Mary Cook, 11 • Hideki Kojima, 11 • Irena Gorian, 11 • Karl Martin, 11 • Sylwia Szczypiorska, 11 • Karen Blythe, 11 • Randal Giusto, 11 • Joan Young, 11 • Wolfgang Herrmann, 10 • Martin Seiler, 10 • Hans Ludwig, 10 • William Ganci, 10 • John Radzniak, 10 • Morris Effron, 10 • Kitty Fok, 10 • Rebecka Simon, 10

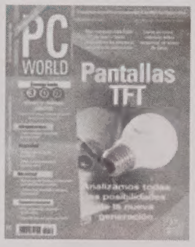
> *"People who visit IT Exec-Connect, our professional networking community, give us an average of six to eight page views per visit, one of the highest averages of any of our content areas."*
>
> *— Virginia Hines, InfoWorld.com VP/General Manager*

> *"I strongly urge IDG media companies around the world to pull out all the stops in order to grow their online revenue to 30% or more of their total revenue within the next 12 months."*
>
> — Pat McGovern, chairman and founder, IDG

Rowles

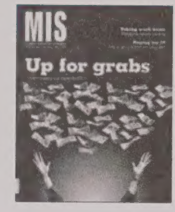
Gina Rowles, credit controller with IDG Global Solutions EMEA in London, hosts a Belarusian child through Chernobyl Childrens Lifeline. The four-week stays are expected to extend a child's lifespan by two years.

PC-Welt airs the first commercial created exclusively for the Internet in Germany. Casio Company purchased a 15-second spot for two weeks this month to promote its new digital camera Casio Exilim.



PC World Spain returns to its original target audience — professionals who use and purchase PCs — in an effort to distinguish itself from an increasingly crowded consumer market. While PC World Professional will continue to be available on the newsstand, increasing the subscriber base is a priority.

AUGUST



IDG, Fairfax Business Media agree to multi-country deal in which IDG U.K. acquires enterprise products, including MIS magazine, which will be converted to a CIO title. Fairfax will publish CIO Asia, Computerworld Singapore, Computerworld Malaysia, and in New Zealand, Computerworld, CIO, PC World and NZ Reseller.

*A first-of-its-kind multi-country marketing program on behalf of Computer Associates, spearheaded by IDG Global Solutions EMEA and supported by 12 IDG business units across Europe, is named a finalist for Best Contribution to an International Campaign by a Media Owner in the M&M Award, sponsored by Media and Marketing Magazine. IGS EMEA Associate Director **Richard Robinson** and Interactive Campaign Manager **Johanna Littleproud** were deeply involved in bringing the program to life.*

At this year's Directions events in Boston and San Jose, Calif., more than 100 IDC employees volunteered to staff the registration desks or serve as room monitors, greeters, guides and in other support roles. To thank them, IDC's U.S. conference group treated employees in Framingham to a picnic (above) and those in San Francisco to a pizza party.

WCG
WORLD CYBER GAMES
SAMSUN
*IDG Hungary hosts the Hungarian qualification round of the World Cyber Games, an annual event created and supported by Samsung. More that 1,800 visitors watched 600 competitors vie for national honors. Above, GameStar Hungary Publisher **Jozef Szigetvari** (center) fields questions at the World Cyber Games press conference along with Samsung's Botond Kovats (left) and Geregely Toth.*

First IDC CEMA sales summit aims to give IDC's account managers from Eastern Europe and the Mideast a better understanding of IDC's products and services.

In the news:

The biggest recall in consumer electronics history begins as Dell, Apple recall millions of Sony-made batteries.

*LinuxWorld Conference and Expo draws more than 10,000 attendees, 180 exhibitors and nine sponsors to San Francisco's Moscone Center. Organized by IDG World Expo, the four-day event featured a well-received panel discussion called "20 Years of Linux" in which industry experts examined the last 15 years of open source systems and forecast what the next five years would look like. Above, members of the LinuxWorld team (l-r): Sales Manager **Ellen Boland**; Conference Specialist **Alison McCormack**; Event Services Coordinator **Joy Latino**; VP, LinuxWorld **Melinda Kendall**; Public Relations Manager **Charlotte McCormack**; VP, Event Services, **Darrell Baker**; Audience Development Specialist **Briana Pontremoli** and Senior Operations Manager **Amy Pietchel**.*

10+ years

Bengt Marnfeldt, 36 • Heinz Zimmermann, 28 • Georg Sing, 23 • Carolyn Medeiros, 23 • Kim Pennett, 23 • Hans Weber, 21 • Roseann La Bruno, 19 • Phyllis Borden, 18 • Esther van Dijk, 18 • Heinrich Vaske, 17 • Simon Salamon, 17 • Brad Christenson, 17 • Gabi Lange, 17 • Lisa Ladle-Wallace, 16 • Sven-Erik Remmare, 16 • Patrice Desmedt, 15 • Tiziana Parma, 15 • Keith Henry, 15 • Sally Hudson, 14 • Michael Wallace, 14 • Ola Fors, 14 • Carol Glasheen, 13 • Frank Froma, 13 • Thierry Parisot, 13 • Bill Hanck, 12 • Lizah Aman, 12 • Sara Goessi, 12 • Pamela Burchard, 12 • Hakan Ogelid, 12 • Anders Sjölander, 12 • Ulla McGee, 11 • Jeff Kuta, 11 • Keith Kmetz, 11 • Christian Jahr, 11 • Franz Koivunen, 11 • Stefan Bohlin, 11 • Gemma Dietrich, 11 • Danielle Levitas, 11 • Sandra Ng, 10 • Melissa Gruber, 10 • Achim Schaefers, 10 • Maria Koprowska, 10 • Joel Äsblom, 10 • Michael Cousins, 10

CIO
CONFERENCE & AWARDS
2006
VÀ LỄ BÌNH CHỌN LÃNH ĐẠO CNTT XUẤT SẮC KHU VỰC ĐÔNG DƯƠ

IDG Vietnam & Indochina hosts second annual CIO Indochina Conference & Awards in Hanoi. The day-long event honored IT executives who contribute to the success of their organizations and recognized the 10 information and communication technology products and services considered the best by 1,250 CIOs surveyed in the region. Above, IDG Vietnam Managing Director ***Tam Le*** *(far left) and IDG Vietnam PR Executive* ***Ha Vu*** *(center) with some of the participants.*

IDG Germany's GameStar PC and GameStar notebook computers debut at the Games Convention in Leipzig, Germany. The computers, optimized for PC gaming, were developed in conjunction withe the Intel and Fujitsu Siemens, both of which sponsored a large IDG booth at the show.

Computerworld's summer softball team posts an undefeated season, which included wins against teams from CXO Media, IDC, Lois Paul & Partners, Topaz Partners, the American Cancer Society and a 15-4 trouncing of TechTarget. Members of the team include: (kneeling, l-r): **Colin Longval** and **Bob Rawson**. (Standing, l-r): **Joe Mola**, **Caroline Mewing**, **Jay O'Leary**, **Amy McLellan**, **Bill Rigby**, **Craig Stedman**, **Timothy Johnson**, **Tom Pimental** and **Chris McMahon**.

SEPTEMBER

Leveraging the power of IDG's leading U.S. publications, Network World launches an event for the security industry that showcases the expertise and co-operation of a number of U.S. business units including IDG World Expo, IDG Connect, CIO, Computerworld, CSO and InfoWorld. The Security Standard conference drew more than 600 security leaders.

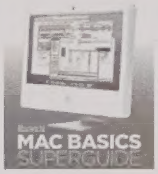
IDG World Expo China launches the first non-U.S. version of Network World's DEMO conference. DEMO China showcases up-and-coming products from 29 carefully selected vendors for an invitation-only crowd of 300 Chinese and foreign investors, entrepreneurs, global media representatives and distributors.

DIGITAL ID WORLD
IDENTITY IS CENTER

IDG World Expo signs on to co-produce the fifth annual Digital ID World. IDG World Expo handled marketing, event operations and overall program management with the goal of positioning the conference for growth.

Events!
All-Star Lineup
COMPUTERWORLD
'06

Computerworld leverages Magazine of the Year and Best Overall Web Publication awards from the American Society of Business Publication Editors in a unique baseball card-themed direct mail program. The cards feature "statistics" for the companies print, online and event "players."



Mac Publishing releases third "super-guide," a 78-page book covering a range of general Macintosh topics targeted at the novice user. The Macworld Mac Basics Superguide e-book is available as a PDF file.

In the news:

The truth comes out: Hewlett-Packard spied on journalists, board members.

IDC Golf League for Framingham-area employees concludes its ninth season with IDG Network Technology Specialist **Glenn Mosesso** and IDC Senior Data Specialist **Marc Lowell** emerging as the winning team. Above, **John Robison**, Mosesso and Golf League Commissioner (and CXO Media Facilities Specialist) **John Kelley**.

> *"If you want to take your career at IDG in new directions, just volunteer. There has always been so much change going on in this company that you can find new things to learn and do just by asking. Want to speak at events? Want to blog? Want to try almost anything? Just ask. You'll be glad — almost always! — you did."*
>
> *— John Gallant, president and editorial director, Network World*

> *"The fact that the Council now has 400-plus members is a tribute to the CIO brand, our long-standing relationships with the CIO community and our ability to leverage those relationships and CXO Media's first reader-revenue based business model."*
>
> — *Mark Hall, founder and general manager, CIO Executive Council*

An IDC Israel conference targets Web enterprise technologies. In what turned out to be a very successful experiment, the company relied only these same online technologies to market the event to attendees.

IDG Ventures India, the newest member of IDG's global family of venture capital funds, announces the appointment of **Sudhir Sethi** (second from left) as managing general partner. Sethi and his team will manage a $150 million fund. Also pictured: **T. C. Meenakshisundaram**, **Manik Arora** and **Hemir Doshi**.

Expanded content, an additional partner, a larger venue and a new awards program are featured at IDG World Expo's second edition of GridWorld at the Washington Convention Center in Washington, D.C.

IDC's 16th annual European IT Forum focuses on better utilization of IT to drive productivity and innovation. Above, IDG Chairman **Pat McGovern,** IDC EMEA President **Roberto Masiero** and IDC President & CEO **Kirk Campbell**.

Eighth annual PC World Latin America Awards gala draws a sellout crowd, with all eight sponsorship packages selling out quickly. A total of 36 awards were presented to winners in 22 technology categories. Above (l-r): ***Jim Sullivan****, VP/Licensing, IDG International Publishing Services;* ***Paulina Paredes****, editorial director, PC World Ecuador;* ***Armando Lazo****, director of publishing, PC World Latin America;* ***David Hill****, president & CEO, IDG IPS;* ***Elinet Medina****, editorial director, PC World Latin America;* ***Trino Ramos****, VP/Latin America IDG IPS;* ***John O'Malley****, president, IDG Global Solutions;* ***Rafael Roldan****, publisher, PC World Ecuador;* ***Franca Cavassa****, editorial director, PC World Peru;* ***Ricardo Castro Romo****, publisher, PC World Mexico.*

IDC Japan records record bookings of 2 billion yen (US$16,991,493) for FY06.

Pelikanova

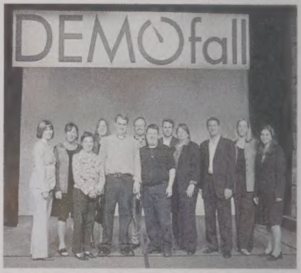
Jana Pelikanova is named managing director at IDC Czech. Pelikanova joined IDG as as editor for Computerworld in 1991 and rose to editor-in-chief. In 1995 she left to become editor-in-chief of Chip Week and returned in 1999 as editor-in-chief of PC World, adding the title of publisher in 2002.

Christine Hopkins, *senior ad sales associate, CSO (r), and* ***Danielle Tetreault****, manager, online account services, CIO.com and CSOonline.com, received the CXO Media Presidents Award for exceptional contributions at CXO Media from CEO* ***Michael Friedenberg****.*

IDG World Expo launches two-day SaaScon in San Francisco, drawing 450 attendees and 30 participating companies, among them major sponsors such as IBM, Microsoft, Intel and Sun Microsystems.

Fifteen employees from across Europe involved with the technical aspects of online development projects meet to share ideas and outline ways to learn from each other.

IDG India stages first CIO India Symposium and Awards, attracting more than 160 attendees to the day-long event, which showcased the CIO India brand and market-leading position among Indian CIOs.



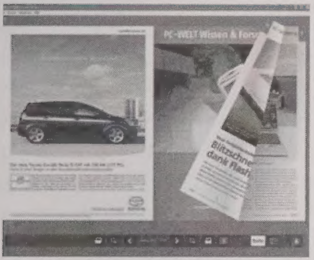
Network World DEMOfall '06 sees a blending of consumer and enterprise products. All 67 products showcased at the event were required to be making their North American public debut as well as make a significant contribution to the state of the art in their target markets.

General Partners ***Phil Sanderson*** *(l) and* ***Alex Rosen*** *(r) join* ***Pat Kenealy*** *at new IDG Ventures fund in San Francisco.*

10+ years

John Gallant, 23 • Suresh Rajon, 23 • Cheryl Crivello, 22 • Mary Gibbons, 21 • Gebhard Osterwalder, 21 • Angele Boyd-Meyers, 20 • Sylvie Mrabet-Neuhoff, 20 • Marianne Nichols, 20 • Kevin Greene, 19 • Gary Beach, 19 • Paul Arabasz, 19 • Sue Yanovitch, 19 • Lisa Lary, 19 • Hilary Smith, 18 • Tina Ölschlager, 17 • Debra Bernardi, 17 • John St. Martin, 17 • George Bulat, 16 • Colleen Beattie, 16 • Thomas Roos, 16 • Maria Jose Marzal, 16 • Margarita Chiango, 16 • Lennart Ekner, 16 • Bill Bernardi, 15 • Maria Grazia Tripodi, 15 • Sabrina Chummun, 15 • Kateline Renaudin, 15 • Simona Cattaneo, 15 • James Duffy, 15 • Joyce Gillis, 14 • Rosemary Pickett, 14 • Alyson Morales, 14 • Carlos Villate, 14 • Maryse Gros, 14 • Hermann Apfelboeck, 14 • Uwe Kielmann, 14 • Josef Kreitmair, 14 • Donna Moschella Hopkins, 14 • Cheryl Talamini, 13 • Urszula Imbirska, 13 • Thomas Vahey, 13 • Chris Jarmul, 13 • Patricia Duhl, 12 • Bronislaw Piwowar, 12 • Ruzena Holikova, 12 • Jean-Francois Macanda, 12 • Michael Kreczmar, 12 • Dan Miller, 11 • Carol Zarrow, 11 • Gabriele Hurle, 11 • Aldona Rekawek, 11 • Glenn Mosesso, 11 • Jos Schong, 11 • John Daly, 11 • Jose Rodriguez, 10 • Betty Amaro-White, 10 • Peter Holmgren, 10 • James Walker, 10 • Duk-Hwan Oh, 10 • Genki Uchida, 10 • Dan Orum, 10 • Serge Leblal, 10

OCTOBER



IDG Magazine's PC-Welt triples its content coverage via a hybrid, interactive "e-paper" medium. The e-paper, called PC-Welt Digital, offers close to 200 pages of coverage on both a DVD bundled with the print publication and in the premium section of the PC-Welt site.

Macworld.com becomes one of the first sites anywhere to implement a new customizable search engine from Google called Google Custom Search. The service allows anyone with a Web site — from private individuals to public corporations — to use a series of menus and wizards to easily and quickly build a search engine to search only sites designated by the owner.

IDG is named to Advertising Age's annual roundup of leading media companies (based on U.S. magazine net revenue in 2005) appearing at No. 8 in the "Top 25 Magazine Companies" listing.

IDC Italy holds fifth "IT in Government and Healthcare Industry Conference 2006" event, attracting more than 300 high-level attendees.

IDG China signs a 10-year agreement with the Shenzhen Municipal Government to produce a new event, Consumer Electronics World Expo. The inaugural event is scheduled for April 2007. Above, IDG China President & CEO ***Hugo Shong*** *(front left) seals the agreement with Cao Jiageng of the Shenzhen Association for Science & Technology.*

Content aggregation fuels IDG Entertainment's Web strategy. Custom-built tools allow staff to gather best content from across the Web and focus resources on developing exclusive and/or original stories and concepts to create context. Pictured above, members of IDG Entertainment's online product development team (l-r): Associate Web Developer ***Sui Mak****, Senior Web Designer* ***Justin Lewis****, Associate Web Developer* ***Elizabeth Mitchell****, Director of Online Product Development* ***Craig Eastman****, Lead Developer* ***Jason Klingstadt*** *and Web Developer* ***Brian McKenzie****.*

Infoworld Lead Analyst ***Jon Udell*** *addresses attendees at IDG France's inaugural SOA Forum. Le Monde Informatique partnered with InfoWorld to bring the SOA Forum to Paris. InfoWorld provided advice and helped sell sponsorships for the one-day event, which drew more than 300 high-level attendees.*

IDC strengthens its local market presence with new subsidiary in Chile.

EDDIE AND OZZIE AWARDS

IDG publications take home nine awards, four of them gold, in this month's annual Folio awards ceremony in New York. Above, ***Tom Sullivan****, InfoWorld;* ***Don Tennant****, Computerworld,* ***Harry McCracken****, PC World; and* ***Dan Martin****, Macworld; hold their awards. Also honored was CIO magazine.*

10+ years

Ann Clark, 32 • Lloyd Cohen, 27 • Maria Doehler, 26 • Lucienne Bosser, 25 • Anton Paunert, 22 • Juan Jose Marquez, 22 • Nadine Gogibus-Pahus, 22 • Thierry Grelet, 20 • Pascal Gautier, 19 • Frank Gens, 18 • Terri Schafer, 18 • Anne Nickinello, 17 • Martin Wallström, 17 • Christoph Witte, 17 • Wilson Wan, 17 • Javier Rodriguez, 17 • Marco Tennyson, 17 • Gerhard Holzwart, 16 • Hans Hausner, 16 • Andrew Ware, 16 • Steve Fontaine, 16 • Duane Hampson, 16 • Jean-Pierre Antonio, 15 • Darren Whiteman, 15 • Stefan Ueberhorst, 15 • Stephan Scherzer, 15 • Ines Muehlbauer, 15 • Jose Luis Palacios, 15 • Steve Pelosi, 15 • Yumiko Oshima, 15 • Stephen Hendrick, 15 • Martin Kybal, 14 • Vera Batorova, 14 • Cara Garretson, 14 • Wlodzimierz Duszyk, 14 • Charlotte Kempe, 14 • Juergen Hill, 14 • Iris Mueller, 14 • Freeman Bradley , 14 • Robert Peyton, 14 • Uli Diehlmann, 14 • Joseph Loiselle, 14 • Debbie Winders, 14 • Jim Farley, 14 • Maria Linström, 14 • Stephanie Faucher, 13 • Sean Weglage, 13 • Agnieszka Potocka, 13 • Kent Persson, 13 • Sharon Stearns, 12 • Marcel Schaper, 12 • Wolfgang Sommergut, 12 • Margit Kuther, 12 • William Manning, 12 • Frank Hayes, 11 • Sara Culley, 11 • Beth Kamoroff, 11 • Karen Battley, 11 • Heidi Schwab, 11 • Gerda Tausch, 11 • Nathalie Boisson, 11 • Dorota Fatyga, 11 • Yasuhiro Watanabe, 11 • Susan Green, 11 • David Ramel, 11 • Mary Scanlon, 11 • Amy Bonner, 10 • Laureen Austermann, 10 • Ray Boggs, 10 • Matthew Hamblen, 10 • Mauro Buccola, 10 • Lars Goransson, 10 • Jitka Vyhlidkova, 10 • Martin Canning, 10 • Robin Morris, 10 • Ursula Nehring, 10 • Alejandro Garcia, 10 • Maria Luisa Gijon, 10 • Miguel Angel Gomez, 10

"This is going to be an incredibly easy way for IDG to implement an IDG-wide search engine. We'll be able to create one IDG custom search engine, and through Google's interface, allow different IDG business units to contribute their own URL schemes and data mapping."

— Jason Snell, VP/editorial director, Mac Publishing

> *"Through our Global Research Advisory Council event, we work to build a strong, supportive community of customers to act as our advisors in support of our efforts to develop even more relevant research about the dynamic technology marketplace."*
>
> — *Kirk Campbell, president & CEO, IDC*

Government Insights staff turns out to honor IT innovators at the Government Computer News 2007 awards program.

IDC holds 15th Global Research Advisory Council meeting, bringing together 110 of its largest clients to provide feedback to IDC's senior managers and analysts on existing products and services. IDC President & CEO **Kirk Campbell** also shared with attendees IDC's goals and objectives for 2007.

In the news:

Google makes successful $1.65 billion bid for YouTube.

Computerworld Denmark celebrates 25 years with an anniversary party for 120 employees. Retired IDG Denmark Managing Director ***Preben Engell,*** *IDG International Publishing Services President & CEO* ***David Hill*** *and current Managing Director* ***Søren Queitsch*** *were on hand to help celebrate.*

Colleagues conspire to avenge a failed attempt to grow grass in a colleague's keyboard by covering every surface and item down to the loose coins on IDC Sales/Services Representative **Karen Cash**'s desk in foil while she was on vacation.

Szot

Computerworld Poland holds 10th annual Computerworld IT Leader Gala to honor outstanding achievement in the local market. Above, IDG Poland Managing Director **Kazimierz Szot** welcomed the 700 attendees at this year's event.

NOVEMBER

IDG Entertainment rolls out GameProFamily.com. The site aims to help parents make the right consumer choices when it comes to purchasing video games for their children.

Jennifer Baker, *marketing communications manager, CIO Executive Council, and* ***Michael Goldberg,*** *managing editor, CSO, received the CXO Media Summit Award for their exceptional contributions to CXO Media Inc. Pictured above,* ***Michael Friedenberg,*** *president and CEO;* ***Derek Slater,*** *editor-in-chief, CSO; Goldberg; Baker; and* ***Sue Yanovitch,*** *senior director, Marketing Communications.*

IDG
IDG COMMUNICATIONS MEDIA AG

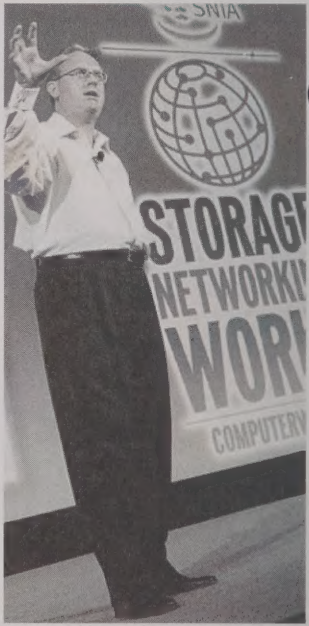
IDG's German subsidiary changes its name to reflect its shift from a focus on publishing to networked media. The parent company will now be called IDG Communications Media AG. Its subsidiary operations are now IDG Business Media GmbH, IDG Magazine Media GmbH and IDG Entertainment Media GmbH.

Computerworld Denmark beats out competitor for subscription deal.

IDC Spain earns ISO 9001:2000 quality certification, which officially recognizes the organization as one that adheres to the highest quality standards.

Former longtime employee **Mary Dolaher** returns to IDG to head up IDG World Expo.

IDG World Expo inks a pair of agreements with the Entertainment Software Association, the largest U.S. association dedicated to serving the business and public affairs needs of games publishers. IDG World Expo will launch a computer and video game expo for consumers that will have the exclusive endorsement of the ESA, and IDG World Expo will manage ESA's E3 Media and Business Summit.



Computerworld's 15th edition of Storage Networking World continues its reign as the world's largest storage networking conference. Co-owned by CW and the Storage Networking Industry Association, the event drew more than 2,500 attendees. Above, Computerworld Executive VP **Ron Milton** welcomes attendees to the conference.

Effron

Morris Effron, VP, IT at IDG International Publishing Services, is one of four participants in a panel discussion at this month's e-Publishing Strategies seminar hosted by Folio: magazine. Effron detailed IDG's transformation from a print-centric business to a media communications company integrating print, online and events.

IntelliQuest CIMS Business Study Fall 2006 shows IDG's reach tops the competition by far. According to the study, IDG reaches 2.8 million more business influencers than CMP Technology and 1.4 million more than Ziff-Davis Media.

In the news:

Long-awaited, Windows Vista makes its official debut.

*IDG's Employee Referral Program rewards employees who refer qualified candidates to IDG's U.S. business units. In FY06, 33% of new hires were referred by employees. CXO Media's **Dexter Siglin** (above left) referred both **Janet Williams** and **John Harrison** to IDG.*

IDG lands at No. 107 on Forbes annual list of the U.S.'s largest private companies. The 394 companies on this year's list all have at least $1 billion in annual revenue.

*IDG's new media partner in Latin America, Media Innovation, introduces the region's second CIO publication. CIO Cono Sur (Southern Cone) serves the CIO community in Argentina, Chile, Uruguay and Paraguay. Above, (l-r): **Jim Sullivan**, VP/Licensing & Operations, IDG International Publishing Services; **Alberto Padin**, commericial director, CIO Cono Sur; **Maria Florencia Rolandelli**, business development manager, Media Innovation; Daniel Galanti, CTO, Patagonia Technologies; and **Omar Arab**, chairman, Media Innovation.*

*CIO Publisher **Gary Beach** and InfoWorld Editor-in-chief **Steve Fox** address the audience at the 18th annual Global Alliance for Information and Communication Technology at the United Nations headquarters in New York City. Above, Beach stands in front of the U.N. building.*

PC World/Macworld Global Product Line meeting stresses importance of community, video and optimizing search results.

*InfoWorld's seventh edition of SOA Executive Forum emphasizes peer-to-peer interaction. Above, (l-r): InfoWorld East Coast Associate Publisher **Hal Mentlik**, Dan Potter of sponsoring firm WebLayers and InfoWorld President and Publisher **Bob Ostrow**.*

Financial Insights presents its third annual FinTech 100 Awards in conjunction with American Banker Magazine at the Banking Administration Institute Retail Delivery technology conference.

IDC Canada's role in an advertising campaign to help Microsoft Canada position itself as a trusted enterprise technology provider earns the market research company a Media Innovation Award.

*Enterprise Global Product Line meeting brings 141 representatives of 29 business units worldwide to Toronto for two days of information sharing. The agenda reflected the company's strong focus on driving new growth in the online and events space. Key figures involved in organizing this year's meeting included (l-r): IT World Canada's **Donna Butts,** IDG Australia's **Samantha Saunders**, IDG Australia's **Linda Kennedy** and **Don Kennedy** and IT World Canada's **Andy White**.*

> "The IT World Canada salary survey with its salary calculator is the biggest single Web traffic driver we have ever had."
>
> Andy White, president and COO, IT World Canada

10+ years

Ted Bloom, 39 • Helen Marnfeldt, 35 • Miguel Angel Hermosell, 24 • Jose Luis Villacorta, 22 • Jeff Edman, 21 • Lene Sekjær, 21 • Fernando Rodriguez, 21 • Jose Luis Diaz, 20 • Michelle Chase, 19 • Donna Fraser, 18 • Jayne Enos, 18 • Donna Cahill, 17 • Elizabeth Heichler, 17 • Yoshitomo Fukuda, 17 • Bruno Agostini, 17 • Sandy Wong, 17 • Cornelia Kraemer, 16 • Donald Seay, 16 • Penny McConnell, 15 • Irene Ford, 15 • Patrick Gorman, 15 • Johan Egging, 15 • Karen Wilde, 15 • Hugo Shong, 15 • Søren Adelkvist, 14 • Joachim Hackmann, 14 • Simona Varisco, 14 • Grazyna Skibniewska, 14 • Dawn Kezer, 14 • Adam Gaffin, 13 • Richard Heiman, 13 Selinna Chin, 13 • Mats Öhman, 13 • Marc Ferranti, 13 • Chris Lindquist, 12 • Piper Sheer, 12 • Sabine Mayer, 12 • Fredrik Bernsel, 12 • Silvia Cardinale, 12 • Seana Dowling-Guyer, 12 • Antonio Romano, 11 • Fay Harward, 11 • Thomas Gunni Pedersen, 11 • Hans Jørgen Christiansen, 11 • Lynda Hewlett, 11 • Steven Gray, 11 • Peter Gremlin, 11 • Wolfgang Schlichting, 10 • Mario Morales, 10 • Jolana Lammelova, 10 • Takanobu Urayama, 10 • Annemarie Lootsma, 10 • Slawomir Kosielinski, 10 • Magnus Hoij, 10 • Denny Arar, 10 • Denise Pappalardo, 10 • Mike Draper, 10 • Paul McNamara, 10

> *"My best advice to countries where the Internet penetration isn't as mature as Denmark's is: Don't wait — start now. Get the market leader position. You will benefit later."*
>
> *— Søren Queitsch, managing director, IDG Denmark*

IDC's 11th annual European IT Banking Forum brings together the top managers of banks, leading ICT companies, senior IDC analysts and influential opinion leaders to analyze the evolution of technology supporting the banking and insurance industries.

IDC Nordic celebrates 25th anniversary with gala dinner for 120 staff, customers and partners. IDC Nordic Research Director ***Karsten Ho-Lanng*** *(l) and Jan Zneider from the Danish IT association ITEK were among the 120 staff, customers and partners celebrating at the dinner.*

DECEMBER

Computerworld's ***Josh Ryan****, who served a tour and a half in Iraq, helped identify a platoon of former battalion-mates that CW "adopted" this holiday season. Above, some of the CW volunteers stand with the boxes of baby wipes, toothpaste, gum, shampoo, soap, granola bars and candy that they sent along with a big card signed by employees with their thanks and wishes for a safe return home.*

IDG Managing Director ***Søren Queitsch*** *discusses his company's success online and notes that the growth in online ad revenue is now bigger than the decline in print ad revenue "by more than three times." CW Denmark's online team includes (l-r): CW Denmark Online Sales Representative* ***Jacob Oreby*** *and* ***Anja Kristiansen****, Sales Consultant* ***Jan Mikkelsen*** *and Online Marketing Director* ***Peer Jensen.***

IDG Chairman ***Pat McGovern*** *presents two special fourth-quarter FY06 Achievement Awards. IDC President & CEO* ***Kirk Campbell*** *(l) received the award for Highest Amount Over Plan in Operating Profits and InfoWorld Media Group President & Publisher* ***Bob Ostrow*** *accepted the award for Highest Percentage Over Plan in Operating Profits.*

IDG and the Hanoi Department of Post and Telematics launch a two-day conference to look into issues revolving around e-government. The expo attracted 600 government officials, experts and business executives on the first day. A total of 1,500 visitors attend the two days.

More than 400 publishers, CEOs, media industry leaders, and bankers attended a gala dinner to mark the 100th anniversary of the American Business Media trade association. ***Pat*** *and Lore Harp* ***McGovern*** *led a delegation of IDGers including l-r:* ***Matt Yorke****, SVP, corporate sales;* ***Thalia Stamatelos****, director of business development, corporate sales;* ***Bob Carrigan****, president, IDG Communications; and* ***Matt Sweeney****, president, publisher, and CEO, Computerworld. The gala was held in the Natural History Museum in New York.*

10+ years

Shirley Horrocks, 29 • Sheryl Merchant, 25 • Stephen Josselyn, 24 • Birgit Goetz, 23 • Julien Pottier , 21 • Andrea Kuehler, 21 • Marianne Kraus, 20 • Sally Reinfeld, 18 • Susan Middleton, 17 • Annika Svanström, 17 • Michaela Maack, 16 • Thierry Bienfait, 16 • Michaela Maack, 16 • Maria del mar Cabanas, 15 • Gaby van Meijnckens, 15 • Todd Simms, 13 • Avneesh Saxena, 13 • Ron Milton, 12 • Timothy Greene, 12 • Ilva Schuring, 12 • Adam Urbanek, 12 • Ilva Schuring, 12 • Adam Urbanek, 12 • Natalia Peksa, 11 • Alexander Huels, 11 • Janice Dempsey, 11 • Barbara Irvine, 11 • Carol Sliwa, 11 • Deborah Lovell, 11 • Alexander Huels, 11 • Natalia Peksa, 11 • • Patrick Thibodeau, 10 • Leilani Lopez, 10 • Shigeru Nakabayaski, 10 • Tehmasp Parekh, 10

Peace, joy and friendship
Paix, joie et amitié
Paz, júbilo y amistad

In the news:

Outsourcer Infosys becomes first Indian company in Nasdaq-100.

CXO Media celebrate the holiday by taking over the local IMAX Theater where employees enjoyed a catered lunch in the lobby. Then everybody grabbed some popcorn, candy and a drink from the concession stand and headed in for a private screening of "Deep Sea 3D."

Thank you...

...to the many IDG employees worldwide who have contributed story ideas, written columns, answered questions, taken photographs, sent anniversary lists and helped us make IDG World Update possible this year. Best wishes to all for a happy, healthy and prosperous New Year!

— the editors

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